



UNSW Course Outline

MARK3081 Distribution Strategy and Retail Channels - 2024

Published on the 12 May 2024

General Course Information

Course Code : MARK3081

Year : 2024

Term : Term 2

Teaching Period : T2

Is a multi-term course? : No

Faculty : UNSW Business School

Academic Unit : School of Marketing

Delivery Mode : In Person

Delivery Format : Standard

Delivery Location : Kensington

Campus : Sydney

Study Level : Undergraduate

Units of Credit : 6

Useful Links

[Handbook Class Timetable](#)

Course Details & Outcomes

Course Description

This course presents an integrated approach to distribution strategy, retail channel management, and related aspects of logistics. Distribution involves the creation of product and service availability through marketing channels, retailing involves the management and marketing of

assortments of merchandise for direct sale to the consumer, and logistics involves the creation of targeted levels of customer service through the distribution system. Students will examine a) distribution activities involved in getting consumer and business goods and services to market, b) the unique characteristics associated with retail marketing of merchandise assortments, and c) the strategic aspects of logistics as a marketing tool. In marketing management, quality products and good promotion efforts are not enough. Product and service assortments and availability levels must competitively match the wants of target market customers. Logistics decisions in marketing concern setting and managing appropriate levels and allocations of stock, levels of delivery service, and levels of associated physical distribution services to achieve marketing and distribution objectives.

Course Aims

This course aims to develop a high level of appreciation and understanding of the systemic and interorganisational processes of distribution management as well as the core functions and strategies of managing retail marketing channels, with particular emphasis on the product management function. In doing so, it also aims to encourage the student to present analyses in a logical and convincing manner and to clearly show how their conclusions are based on evidence.

Course Learning Outcomes

Course Learning Outcomes
CL01 : Identify and describe retail and distribution channel functions and objectives.
CL02 : Critically analyse retail and channel plans and structures in the light of business and marketing objectives and considering situational constraints
CL03 : Formulate and assess strategic, operational and tactical channel decisions.
CL04 : Present a multi-dimensional analysis of channel design and management decisions pertaining to an existing product or service
CL05 : Work responsibly as an individual and/or in teams of two to analyse and design a marketing channel to meet marketing and distribution objectives.

Course Learning Outcomes	Assessment Item
CL01 : Identify and describe retail and distribution channel functions and objectives.	<ul style="list-style-type: none"> • Case Analysis • Tutorial Activities • Channel Design Proposal • Final Exam
CL02 : Critically analyse retail and channel plans and structures in the light of business and marketing objectives and considering situational constraints	<ul style="list-style-type: none"> • Case Analysis • Tutorial Activities • Channel Design Proposal • Final Exam
CL03 : Formulate and assess strategic, operational and tactical channel decisions.	<ul style="list-style-type: none"> • Case Analysis • Tutorial Activities • Channel Design Proposal
CL04 : Present a multi-dimensional analysis of channel design and management decisions pertaining to an existing product or service	<ul style="list-style-type: none"> • Channel Design Proposal
CL05 : Work responsibly as an individual and/or in teams of two to analyse and design a marketing channel to meet marketing and distribution objectives.	<ul style="list-style-type: none"> • Case Analysis • Channel Design Proposal

Learning and Teaching Technologies

Moodle - Learning Management System

Assessments

Assessment Structure

Assessment Item	Weight	Relevant Dates
Case Analysis Assessment Format: Individual	20%	
Tutorial Activities Assessment Format: Individual	20%	
Channel Design Proposal Assessment Format: Group	30%	
Final Exam Assessment Format: Individual	30%	

Assessment Details

Case Analysis

Assessment Overview

Analysis of potential adaptation of an existing retail channel to a distinct omni-channel environment

Assesses: PLO1 & PLO2

Course Learning Outcomes

- CL01 : Identify and describe retail and distribution channel functions and objectives.
- CL02 : Critically analyse retail and channel plans and structures in the light of business and marketing objectives and considering situational constraints
- CL03 : Formulate and assess strategic, operational and tactical channel decisions.
- CL05 : Work responsibly as an individual and/or in teams of two to analyse and design a marketing channel to meet marketing and distribution objectives.

Tutorial Activities

Assessment Overview

Class discussion of mini-cases, full length cases, and in-class analytic exercises

Assesses: PLO1

Course Learning Outcomes

- CL01 : Identify and describe retail and distribution channel functions and objectives.
- CL02 : Critically analyse retail and channel plans and structures in the light of business and marketing objectives and considering situational constraints
- CL03 : Formulate and assess strategic, operational and tactical channel decisions.

Channel Design Proposal

Assessment Overview

In teams of two or individually (student choice)

Written channel design proposal for a channel of the student's choice with an informal in-class presentation

Assesses: PLO1, PLO2 & PLO3

Course Learning Outcomes

- CL01 : Identify and describe retail and distribution channel functions and objectives.
- CL02 : Critically analyse retail and channel plans and structures in the light of business and marketing objectives and considering situational constraints
- CL03 : Formulate and assess strategic, operational and tactical channel decisions.
- CL04 : Present a multi-dimensional analysis of channel design and management decisions pertaining to an existing product or service
- CL05 : Work responsibly as an individual and/or in teams of two to analyse and design a marketing channel to meet marketing and distribution objectives.

Final Exam

Assessment Overview

Essay exam based on study questions that apply concepts to cases.

Assesses: PLO1

Course Learning Outcomes

- CL01 : Identify and describe retail and distribution channel functions and objectives.
- CL02 : Critically analyse retail and channel plans and structures in the light of business and marketing objectives and considering situational constraints

General Assessment Information

Grading Basis

Standard

Course Schedule

Teaching Week/Module	Activity Type	Content
Week 1 : 27 May - 2 June	Lecture	Some Strategic Management Basics; Scope of Distribution Channel Management; Omni-Channel View; (read text Chapter 1)
Week 2 : 3 June - 9 June	Lecture	Rationales, Roles, Structures, and Functions of Marketing Channels; Channel Performance Assessment, Distribution Service Outputs, and Segmentation for Channel Design; (read text Chapters 2, 10)
	Tutorial	Rationales and Roles of Channels; Channel Functions; Channel Gap Analysis, and Distribution Service Outputs (details of assigned mini-cases to be shown on Moodle)
Week 3 : 10 June - 16 June	Lecture	A Framework for Marketing Strategy; Elements of Channel Design; CDP assignment overview; Retail Strategies; (read text Chapter 6)
	Tutorial	Online Retail Channels (details of assignment for informal class presentation and discussion to be available on Moodle)
Week 4 : 17 June - 23 June	Lecture	Retail Product Management; Retail Branding, Pricing, and Promotion (background readings list to be shown on Moodle)
	Tutorial	Discussion and analysis exercises for major HBS cases #1 and #2 (case details and assignment to be shown on Moodle)
Week 5 : 24 June - 30 June	Lecture	Distribution Intensity; Vertical Restraints and Policy Constraints for Marketing Channel Strategies (individual written analysis for major HBS cases #1 and #2 due)
	Tutorial	Decision focus discussion for major HBS cases #1 and #2
Week 7 : 8 July - 14 July	Lecture	Vertical Integration Decisions in Marketing Channels; Franchising (read text Chapter 8)
	Tutorial	major HBS case #3 for class discussion (details to be shown on Moodle)
Week 8 : 15 July - 21 July	Lecture	Wholesaling Basics: Types, Size, and Power; Wholesaling Operations, Logistics, and Supply Chain Management; Wholesaling Functions and Strategies; (read text Chapter 7)
	Tutorial	Retail Sourcing Strategies and Wholesaling (details of assigned mini-cases for discussion to be shown on Moodle); Informal consultations for CDP assignment
Week 9 : 22 July - 28 July	Presentation	CDP presentations during scheduled lecture period (in-class schedule to be shown on Moodle) CDP written reports due
	Presentation	CDP presentations during scheduled tutorial period (in-class schedule to be shown on Moodle)
Week 10 : 29 July - 4 August	Lecture	Course review and review of exam study questions (to be available in advance on Moodle)

Attendance Requirements

Please note that lecture recordings are not available for this course. Students are strongly encouraged to attend all classes and contact the Course Authority to make alternative arrangements for classes missed.

General Schedule Information

No lecture or tutorial session to be held in Week 6 (flexibility week)

Course Resources

Prescribed Resources

Marketing Channel Strategy: An Omni-Channel Approach, Robert W. Palmatier, Eugene Sivadas,

Louis W. Stern, Adel I. El-Ansary, Routledge; 9th edition

Additional readings and links may be shown on Moodle

Recommended Resources

Recommended readings and links may be shown on Moodle

Course Evaluation and Development

My Experience is used for feedback. This term, the course has been reorganised significantly with new cases, restructured topic structure, and revised assessment.

Staff Details

Position	Name	Email	Location	Phone	Availability	Equitable Learning Services Contact	Primary Contact
Convenor	Jack Cadeaux		Quad 3033	0293851436		Yes	Yes

Other Useful Information

Academic Information

COURSE POLICIES AND SUPPORT

The Business School expects that you are familiar with the contents of this course outline and the UNSW and Business School learning expectations, rules, policies and support services as listed below:

- Program Learning Outcomes
- Academic Integrity and Plagiarism
- Student Responsibilities and Conduct
- Special Consideration
- Protocol for Viewing Final Exam Scripts
- Student Learning Support Services

Further information is provided on the [key policies and support](#) page.

Students may not circulate or post online any course materials such as handouts, exams, syllabi or similar resources from their courses without the written permission of their instructor.

STUDENT LEARNING OUTCOMES

The Course Learning Outcomes (CLOs) – under the Outcomes tab – are what you should be able to demonstrate by the end of this course, if you participate fully in learning activities and successfully complete the assessment items.

CLOs also contribute to your achievement of the Program Learning Outcomes (PLOs), which are developed across the duration of a program. PLOs are, in turn, directly linked to [UNSW graduate capabilities](#). More information on Coursework PLOs is available on the [key policies and support](#) page. For PG Research PLOs, including MPDBS, please refer to the [UNSW HDR Learning Outcomes](#).

Academic Honesty and Plagiarism

As a student at UNSW you are expected to display [academic integrity](#) in your work and interactions. Where a student breaches the [UNSW Student Code](#) with respect to academic integrity, the University may take disciplinary action under the Student Misconduct Procedure. To assure academic integrity, you may be required to demonstrate reasoning, research and the process of constructing work submitted for assessment.

To assist you in understanding what academic integrity means, and how to ensure that you do comply with the UNSW Student Code, it is strongly recommended that you complete the [Working with Academic Integrity](#) module before submitting your first assessment task. It is a free, online self-paced Moodle module that should take about one hour to complete.

Submission of Assessment Tasks

SPECIAL CONSIDERATION

You can apply for special consideration when illness or other circumstances beyond your control interfere with your performance in a specific assessment task or tasks, including online exams. Students studying remotely who have exams scheduled between 10pm and 7am local time, are also able to apply for special consideration to sit a supplementary exam at a time outside of these hours.

Special consideration is primarily intended to provide you with an extra opportunity to demonstrate the level of performance of which you are capable. To apply, and for further information, see Special Consideration on the UNSW [Current Students](#) page.

Special consideration applications will be assessed centrally by the Case Review Team, who will

update the online application with the outcome and add any relevant comments. The change to the status of the application immediately sends an email to the student and to the assessor with the outcome of the application.

Please note the following:

1. Applications can only be made through Online Services in myUNSW (see the UNSW [Current Students](#) page). Applications will not be accepted by teaching staff. The lecturer-in-charge/course coordinator will be automatically notified when your application is processed.
2. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.
3. If you experience illness or misadventure in the lead up to an exam or assessment, you must submit an application for special consideration, either prior to the examination taking place, or prior to the assessment submission deadline, except where illness or misadventure prevent you from doing so.
4. If your circumstances stop you from applying before your exam or assessment due date, you must apply within 3 working days of the assessment or the period covered by your supporting documentation.
5. Under the UNSW Fit To Sit/Submit rule, if you sit the exam/submit an assignment, you are declaring yourself well enough to do so and are cannot subsequently apply for special consideration.
6. If you become unwell on the day of – or during – an exam, you must stop working on your exam, advise your course coordinator or tutor and provide a medical certificate dated within 24 hours of the exam, with your special consideration application. For online exams, you must contact your course coordinator or tutor immediately via email, Moodle or chat and advise them you are unwell and submit screenshots of your conversation along with your medical certificate and application.
7. Special consideration requests do not allow the awarding of additional marks to students.

Further information on Business School policy and procedure can be found under “Special Consideration” on the [key policies and support](#) page.

LATE SUBMISSION PENALTIES

For assessments other than examinations, late submission will incur a penalty of 5% per day or part thereof (including weekends) from the due date and time. An assessment will not be accepted after 5 days (120 hours) of the original deadline unless special consideration has been approved. An assignment is considered late if the requested format, such as hard copy or electronic copy, has not been submitted on time or where the ‘wrong’ assignment has been submitted.

For assessments which account for 10% or less of the overall course grade, and where answers are immediately discussed or debriefed, the LIC may stipulate a different penalty. Details of such late penalties will be available on the course Moodle page.

FEEDBACK ON YOUR ASSESSMENT TASK PERFORMANCE

Feedback on student performance from formative and summative assessment tasks will be provided to students in a timely manner. Assessment tasks completed within the teaching period of a course, other than a final assessment, will be assessed and students provided with feedback, with or without a provisional result, within 10 working days of submission, under normal circumstances. Feedback on continuous assessment tasks (e.g. laboratory and studio-based, workplace-based, weekly quizzes) will be provided prior to the midpoint of the course.

Faculty-specific Information

PROTOCOL FOR VIEWING FINAL EXAM SCRIPTS

UNSW students have the right to view their final exam scripts, subject to a small number of very specific exemptions. The UNSW Business School has set a [protocol](#) under which students may view their final exam script. Individual schools within the Faculty may also set up additional local processes for viewing final exam scripts, so it is important that you check with your School.

If you are completing courses from the following schools, please note the additional school-specific information:

- Students in the **School of Accounting, Auditing & Taxation** who wish to view their final examination script should also refer to [this page](#).
- Students in the **School of Banking & Finance** should also refer to [this page](#).
- Students in the **School of Information Systems & Technology Management** should also refer to [this page](#).

COURSE EVALUATION AND DEVELOPMENT

Feedback is regularly sought from students and continual improvements are made based on this feedback. At the end of this course, you will be asked to complete the [myExperience survey](#), which provides a key source of student evaluative feedback. Your input into this quality enhancement process is extremely valuable in assisting us to meet the needs of our students and provide an effective and enriching learning experience. The results of all surveys are carefully considered and do lead to action towards enhancing educational quality.

QUALITY ASSURANCE

The Business School is actively monitoring student learning and quality of the student experience in all its programs. A random selection of completed assessment tasks may be used for quality assurance, such as to determine the extent to which program learning goals are being achieved. The information is required for accreditation purposes, and aggregated findings will be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential.

TEACHING TIMES AND LOCATIONS

Please note that teaching times and locations are subject to change. Students are strongly advised to refer to the [Class Timetable website](#) for the most up-to-date teaching times and locations.