MARK3081
Distribution Strategy & Retail Channels

Course Outline
Semester 2, 2015

Part A: Course-Specific Information
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Written by Nicole Lasky
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PART A: COURSE-SPECIFIC INFORMATION

1 STAFF CONTACT DETAILS

Lecturer in Charge: Nicole Lasky

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Email</th>
<th>Room and Consultation Time</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lecturer-in-charge</td>
<td>Ms Nicole Lasky</td>
<td><a href="mailto:n.lasky@unsw.edu.au">n.lasky@unsw.edu.au</a></td>
<td>QUAD 3044 Tuesday 6:00pm-7:00pm or by appointment</td>
<td>9385-3615</td>
</tr>
</tbody>
</table>

Nicole Lasky has a strong background in both university teaching and industry. She has taught a variety of marketing subjects since 1996, combining both theory and practice to provide students with the skills they need to succeed in a competitive global marketplace. Nicole also has experience in property development, doing large scale projects for Mirvac and AMP, where she was responsible for the strategic planning and implementation of design, financial planning, construction and marketing of business campuses and shopping centres. Her research interests are in radical innovation, specifically how organisations can foster unique radical innovators and manage a skunk works for radical innovation success.

Please see the table above for Lecturer consultation times and locations. Alternatively, you can email your Lecturer and/or request a Skype meeting.

2 COURSE DETAILS

2.1 Teaching Times and Locations
Lectures start in Week 1, Tuesday, 28 July (to Week 12, 20 October): The Time and Location are:

Tuesdays 3:00pm to 6:00pm
Electrical Engineering G25

Note that there are no tutorials for this course.

2.2 Units of Credit
The course is worth 6 units of credit. There is no parallel teaching in this course.

2.3 Summary of Course
This course presents an integrated approach to distribution strategy and retail channel management. It addresses analytic, strategic and managerial aspects of distribution (the creation of product and service availability through marketing channels) and retail marketing
(the management and marketing assortments of merchandise for direct sale to the consumer). Typically, topics include: marketing channel structure and functions, the retailing industry, channel design, channel structure, channel power and conflict, distribution intensity, retail product selection, assortment planning, retail buying, retailer's own brands, channel integration, wholesaling, franchising, strategic alliances in distribution, international retailing, non-store retailing, electronic retailing and electronic distribution channels and services distribution.

2.4 Course Aims and Relationship to Other Courses

This course is a Level 3 elective in the marketing major, and has MARK 1012 as a prerequisite because it builds on the concepts learned in marketing fundamentals. It specifically focuses on one of the 4 p's, place or distribution. You will not only learn the fundamental theories that will prepare you for strategic decision making but also familiarize yourself with current critical topics that will prepare you for practical decision making.

The course aims to:
1. develop knowledge about the structure and functions of a marketing channel; channel design, implementation and management; and major institutional forms of marketing channels.
2. develop an understanding of how channel strategy affects and is affected by the other strategic components of the marketing mix.
3. enhance skills of analysis and synthesis of information and issues from several perspectives.
4. enhance communication, reflection and group-work skills.

This course provides students with knowledge of analytic, strategic and managerial aspects of distribution strategy and retail channels. Students should enhance their understanding of the importance of distribution strategy and retail channels and should be able to apply their knowledge of the subject in a personal, professional and interdisciplinary context (eg: knowledge gained in this course will be used in the Strategic Marketing Management). In this course we will adopt a managerial approach to distribution as we will analyse the participants in the marketing channel and understand their roles in the process. Distribution, or the place component of the marketing mix, has been increasingly gaining importance within organisations throughout the years. Many businesses are developing multi-channel strategies in order to deliver their products and services to their target audiences, adding convenience to consumers and reducing costs for the business. Distribution involves the transferring of a durable or non-durable good (eg: a notebook or chocolate bar, respectively) from the manufacturer to the consumer. The route which this product takes may involve one or more intermediaries. Intermediaries are defined as the independent businesses that assist producers and manufacturers in the performance of negotiatory functions and other distribution tasks. Examples of intermediaries include: merchant wholesalers, agents, brokers, commission merchants and manufacturers’ sales branches and offices. Finally, the rise of the internet has provided a new pathway for companies to deliver their products and services to consumers. At the end of this course, students should be better equipped to understand the role of distribution within the marketing mix.
2.5 Student Learning Outcomes

By the end of this course, you should be able to:

1. describe channel flows and participants.
2. assess strategies for the selection, motivation and evaluation of channel members.
3. apply channel design principles.
4. critically analyse channel structure in the light of segmentation, positioning and targeting objectives, and environmental constraints.
5. appraise the role of product, pricing, promotion and logistics strategies to secure cooperation from channel members.
6. describe and analyse the major institutional channel forms.
7. formulate and assess strategic, operational and tactical channel decisions.
8. effectively communicate a case/situation analysis.
9. work in groups to achieve appropriate goals in set timeframes.

The Course Learning Outcomes are what you should be able to DO by the end of this course if you participate fully in learning activities and successfully complete the assessment items.

The Learning Outcomes in this course also help you to achieve some of the overall Program Learning Goals and Outcomes for all undergraduate students in the Business School. Program Learning Goals are what we want you to BE or HAVE by the time you successfully complete your degree (e.g. ‘be an effective team player’). You demonstrate this by achieving specific Program Learning Outcomes - what you are able to DO by the end of your degree (e.g. ‘participate collaboratively and responsibly in teams’).

For more information on the Undergraduate Program Learning Goals and Outcomes, see Part B of the course outline.

<table>
<thead>
<tr>
<th>Business Undergraduate Program Learning Goals and Outcomes</th>
</tr>
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<tbody>
<tr>
<td>1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts. You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.</td>
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<tr>
<td>2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers. You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.</td>
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<tr>
<td>3. Communication: Our graduates will be effective professional communicators. You should be able to:</td>
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<tr>
<td>a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and</td>
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<td>b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.</td>
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<td>4. Teamwork: Our graduates will be effective team participants. You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.</td>
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<td>5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice.</td>
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</tbody>
</table>
You should be able to:
  a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and
  b. Identify social and cultural implications of business situations.

The following table shows how your Course Learning Outcomes relate to the overall Program Learning Goals and Outcomes, and indicates where these are assessed (they may also be developed in tutorials and other activities):

<table>
<thead>
<tr>
<th>Program Learning Goals and Outcomes</th>
<th>Course Learning Outcomes</th>
<th>Course Assessment Item</th>
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<tbody>
<tr>
<td>This course helps you to achieve the following learning goals for all Business undergraduate students:</td>
<td>On successful completion of the course, you should be able to:</td>
<td>This learning outcome will be assessed in the following items:</td>
</tr>
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</table>
| 1 Knowledge | 1. describe channel flows and participants. | - Quizzes  
- Channel Analysis Report  
- Journal Article Summary  
- Final Exam |
| | 5. appraise the role of product, pricing, promotion and logistics strategies to secure cooperation from channel members. | |
| | 6. describe and analyse the major institutional channel forms. | |
| 2 Critical thinking and problem solving | 2. assess strategies for the selection, motivation and evaluation of channel members. | - Critical Thinking Assignment  
- Channel Analysis Report  
- Final Exam |
| | 3. apply channel design principles. | |
| | 4. critically analyse channel structure in the light of segmentation, positioning and targeting objectives, and environmental constraints. | |
| | 7. formulate and assess strategic, operational and tactical channel decisions. | |
| 3 Communication | 8. effectively communicate a case/situation analysis. | - Critical Thinking Assignment  
- Channel Analysis Report |
| 4 Teamwork | 9. work in groups to achieve appropriate goals in set timeframes. | - Critical Thinking Assignment  
- Channel Analysis Report  
Both of these assignments will include a peer evaluation |
5a. Ethical, social and environmental responsibility

4. critically analyse channel structure in the light of segmentation, positioning and targeting objectives, and environmental constraints.

• Final Exam
• Channel Analysis Report

5b. Social and cultural awareness

Not specifically addressed in this course.

3 LEARNING AND TEACHING ACTIVITIES

3.1 Approach to Learning and Teaching in the Course
The approach of this course is to combine conceptual information with real world practice. Theory is important to learn as only by understanding theory can practitioners adapt to changes in the environment. These theories will be learned from lectures and the text. However, you must also understand how to apply theories in real situations, hence the practical component of learning. Examples of how to apply will be drawn from real experience from instructors and students. By examining real situations and firms, you will practice making real decisions.

3.2 Learning Activities and Teaching Strategies
The first part of each lecture will outline the main concepts of distribution strategy, real-world examples and their managerial implications. The relevant readings, to be read in your own time, provide more detail about these concepts. To illustrate the concepts with practical examples, lectures will draw on the experiences of instructors, students and occasionally industry practitioners.

The second part of each lecture will be used to reinforce lecture material and assist you with your assessments. This part of the lecture will usually involve group discussions and assignment workshops. The purpose of these group activities is to allow you to:
• apply the concepts in the text and readings to a practical example.
• enhance critical thinking and analysis skills.
• engage with others in the class

Students are expected to attend all lectures in order to acquire understanding of the concepts, to receive instructions on how to complete the assessments and to meet with group members to work on group assignments. Attendance will be taken in each class.

4 ASSESSMENT

4.1 Formal Requirements
In order to pass this course, you must:
• achieve a composite mark of at least 50/100;
• achieve a mark of at least 50% in the final examination. (Otherwise, you will receive a UF grade.) and
• make a satisfactory attempt at all assessment tasks (see below).
• Attend a minimum of 80% of the classes.
### 4.2 Assessment Details

<table>
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<tr>
<th>Assessment Task</th>
<th>Weighting</th>
<th>Length</th>
<th>Due Date</th>
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| 1. Group Critical Thinking Assignment | 15%       | 2000 words | Week 5  
Friday, 28 August  
5:00pm  
Submit to Turn-It-In via Moodle and submit hardcopy to assignment box opposite School of Marketing reception. |
| 2. Group Marketing Channel Analysis  | 20%       | 4500 words | Week 10  
Friday, 9 October  
Submit to Turn-It-In via Moodle and submit hardcopy to assignment box opposite School of Marketing reception. |
| 3. Research Participation/ OR Journal Article Summary | 3%       | TBC/ 2-page summary | Week 12 (20 October in the beginning of class)  
Submit a hardcopy in class. |
| 4. On-Line Quizzes                  | 20% (5% for each quiz) | 4 on-line quizzes with 30 questions each | Quiz 1  
Week 3,  
open Monday, 10 August from 9:00am to Friday, 14 August 5:00pm  
Quiz 2  
Week 6,  
open Monday, 31 August from 9:00am to Friday, 4 September 5:00pm  
Quiz 3  
Week 9,  
open Monday, 21 September from 9:00am to Friday, 25 September 5:00pm  
Quiz 4  
Week 12,  
open Monday, 19 October from 9:00am to Friday, 23 October 5:00pm  
All quizzes are online via Moodle |
| 3. Final Examination                | 42%       | 3 hours    | University Exam Period |
| Total                                | 100%      |            |
Group Critical Thinking Assignment (worth 15%)

Groups will be formed in Week 1. Your group will choose one of the following topics. Research this issue using both journal articles (for conceptual information) and other sources for practical examples. Provide your stance (your side or position) on the issue from the perspective of a firm (not consumer or society). Provide evidence to support your argument. Ensure that you consider the issue not only from a business strategy focus, but also with relevant macro and micro environmental considerations (note you do not need to list all of them. Just consider them when providing your argument.)

Topics

1. An important challenge for all retail/consumer banks is to determine just exactly what the role of the branch is in terms of the plethora of new channels that have been and are fast developing. The subject of reinventing, reengineering or revitalising the “bricks and mortar” channel continues to be the subject of strategic plans and industry publications but really very little has actually been implemented. Anecdotally, there is a customer preference for maintaining the branch channel but how to drive adequate revenue per square feet is posing real challenges. Should banks maintain their current physical branch model or should they focus on on-line alternatives?

2. Many consumers would prefer to access their favourite television shows by streaming them on demand or downloading them. For some television shows, it is estimated that more people downloaded them from websites, eg Pirate Bay, than those that watched the television show via broadcast television, eg Game of Thrones. Should television production firms continue to offer their programs via broadcast television or provide them on-line?

3. Many fast food restaurant owners have found that they have little power in terms of product, pricing and promotion if they choose to distribute (place) via a franchising system. Would these firms (franchisees) improve their business success if they were independent from the franchisor or should they maintain their relationship with the franchisor?

4. Many small retailers claim that restricted retail trading hours laws help them to not be financially exploited by their landlords (shopping centres). However other retailers argue that unrestricted retail trading hours would enable retailers to increase their revenue. From the perspective of a small retailer, is restricted or unrestricted retail trading hours better for business performance?

When elaborating in your assignment, you should give credit and acknowledge the source of their information. Failure in complying with this point may constitute plagiarism and academic misconduct.

This assignment should be 2000 words, plus or minus 10% (1800 – 2200 words)

Ensure that you attend classes, as instruction and assistance will be provided during class time.

This assignment is due Friday, 28 August. A softcopy is to be uploaded to Turn-It-In via Moodle by 5:00pm Friday, 28 August and a hardcopy is to be submitted to the assignment
box, located across from The School of Marketing Reception on Floor 3 of the QUAD Building by 5:00pm, Friday, 28 August.

Note: Ensure that you do not copy from sources word for word – instead, you must paraphrase.

A marking guide will be available on Moodle at the beginning of the semester.

REFER TO PEER ASSESSMENT

**Group Marketing Channel Analysis** (worth 20%)
This assessment component will expect you to develop your ability to assess and identify potential opportunities for improving the distribution of existing companies. You will remain in your critical thinking assignment groups for this assignment. Group changes are only by exception and at the discretion of your Lecturer. If you feel that there is an exception you must talk to advise your Lecturer by Week 5.

You will select an existing organisation and analyse its current marketing channel strategy. You are encouraged to contact the organisation and meet with representatives outside of class and/or have regular contact with the company to develop your Marketing Channel Analysis. Upon careful analysis, you will propose changes and improvements to the current channel structure. You may commence your analysis by stating which market channels are currently utilised by the organisation to reach consumers (e.g. Is your organisation operating through retailers and wholesalers? Is it also present through an online channel?). Ensure that your SWOT analysis is based on your research. Ensure that your suggested improvements are based on your SWOT Analysis. No new information should be introduced in the suggested improvements section.

**Assignment Structure**
Please follow the structure below for presenting your marketing channel analysis:

1. Introduction
2. Marketing Channel Analysis
   • What are the current flows involved?
   • What is the current channel structure? Draw a diagram and discuss briefly.
   • Does the firm operate through a multi-channel strategy?
   • What is the % of revenue/sales that flows through each channel? E.g. more through online channels? More through own retail stores or distributors’ retail stores?
   • What is the level of importance given to distribution by the company (compared to other elements of the marketing mix)?
   • Strengths & Weaknesses / Opportunities & Threats (in regards to distribution)
3. Suggested Improvements (based on the SWOT analysis)
4. Conclusion

The report should contain your group’s analysis presented in a coherent form. The extension of the report should be max. 5000 words, excluding appendices, tables, graphs, figures, and references. You should focus on developing a sound analysis supported by varied data sources which may include but not be limited to: company records, industry reports and your own observations. The report needs to provide the reader with a full understanding of your analysis.

The report is due Friday, 9 October. A softcopy is to be uploaded to Turn-It-In via Moodle by 5:00pm Friday, 9 October and a hardcopy is to be submitted to the assignment box, located across from The School of Marketing Reception on Floor 3 of the QUAD Building by 5:00pm, Friday, 9 October.
Note: Ensure that you do not copy from sources word for word – instead, you must paraphrase. Refer to Part B, Section 9 of this course outline for more details.

A marking guide will be available on Moodle in the beginning of the semester.

A couple of examples of HD assignments will be available on Moodle.

**Group Work**

Students should agree in the beginning of the semester as to the time and place of their meetings for each week for Weeks 1 -10. They should also agree in writing to the due dates and tasks for each person.

Each student will evaluate the contributions of their group members (not themselves) in Weeks 5 & 10 at the time of the submission of each group assignment using the School of Marketing’s WebPA Peer Assessment on the course Moodle site. WebPA is based on a detailed list of evaluation criteria to rate team work skills, an important program learning goal of undergraduate degrees offered by the UNSW Business School. Group members bring different strengths to a project, and this should be reflected in your ratings, i.e. do not give each group member exactly the same score. Each student’s contribution score will be the average of the points received from their group members. Adjustments to individual marks will occur where an individual student’s peer evaluation score falls below an acceptable level.

Groups must keep a record of their meetings, attendance, communication (e.g. emails) and a log of student contributions. This record may be required from you at the end of the semester in the case of a dispute about a member’s low level of contribution.

**Research Participation/Journal Article Summary (3%)**

You will have the opportunity to participate in real life marketing research being conducted by the School of Marketing. Those who choose to participate will automatically receive 3% of the total course grade. Details of the research project(s) will be made available separately.

Should you not wish to participate, you can complete an alternative assessment task to make up the 3% of total marks. This will entail the following literature research task: Find a scholarly article on motivating channel members. Provide a 2-page summary of the article, stating the intended audience, the key messages, how the article has been used/cited by others, and in how the findings of the article could be used by a firm. The literature research task is due at the beginning of class, Week 12 (20 October).

**On-Line Quizzes** (worth 20%)

These quizzes will assist you in preparation for the final examination.

You will complete four quizzes on-line in Weeks 3, 6, 9 and 12. Each quiz will consist of 30 multiple-choice questions. These quizzes are open-book. Each quiz will be available for you to take for the entire work-week, i.e. open on Monday at 9:00am and close Friday at 5:00pm. You may take the quiz anytime during this time, but not after. No extensions will be granted, except under extenuating circumstances with supporting documentation as per the standard
School of Marketing policies. You will be able to take each quiz three times. Your highest mark will be the counted mark.

The material for each quiz is as follows:

Quiz 1: Week 3, open Monday, 10 August from 9:00am to Friday, 14 August 5:00pm, based on materials covered in Weeks 1 & 2 (Chapters 1 & 2)
Quiz 2: Week 6: open Monday, 31 August from 9:00am to Friday, 4 September 5:00pm, based on materials covered in Weeks 3, 4 & 5 (Chapters 4, 5 & 6)
Quiz 3: Week 9: open Monday, 21 September from 9:00am to Friday, 25 September 5:00pm, based on materials covered in Weeks 6, 7 & 8 (Chapters 7, 8 & 9)
Quiz 4: Week 12: open Monday, 19 October from 9:00am to Friday, 23 October 5:00pm, based on materials covered in Weeks 9, 10 & 11 (Chapters 10, 12 & 15)

These quizzes are multiple-choice worth 20% in total; therefore, each quiz is worth 5 marks. Your mark will be based on percentage correct. You must take the quiz during the week it is open on-line or you will receive 0 marks.

In the case of illness or misadventure, see Part B Section 11 of this course outline.
If special consideration is granted, your final examination weighting will be scaled up by the percentage of the quiz, i.e. 5% for each quiz.

Final Examination (worth 42%)
The examination is designed to provide an individual assessment of the depth of your knowledge of distribution strategy and retail channels. The final exam (worth 42%) will be held during the formal exam period. It will be a three hour closed-book exam, covering the lecture materials, relevant chapters from the textbook (see course schedule), discussion forums and tutorial debate themes. The examination will be assessed on how well you use your knowledge and information provided and present a logical well-structured answer. More details will be posted on Moodle later in the semester.

4.3 Late Submission
Late submission will incur a penalty of 10% of the percentage weight of the assessment component or part thereof per day (including weekends) after the due date, and will not be accepted after 5 working days. An assignment is considered late if either the paper copy or the electronic copy has not been submitted on time.

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.
5 COURSE RESOURCES

The website for this course is on Moodle at:

Prescribed Text Book


This text is available in the university bookshop.

Required Readings

- Lecture Notes can be found via Moodle, as well as updates and other materials. You should log in at least once a week to obtain updates.

Recommended Readings

- The following sources are well respected and may help you in completing your assignments.
  - Journals
    - Journal of Retailing
    - Journal of Business and Industrial Marketing
    - Industrial Marketing Management
    - E-Commerce Research and Applications
    - Journal of Marketing
    - Journal of Consumer Research
    - Journal of Marketing Research
    - Journal of Advertising Research
    - Journal of Marketing Management
    - European Journal of Marketing
    - Journal of Australasian Marketing
    - Harvard Business Review
    - Journal of Decision Sciences
    - Entrepreneurship: Theory and Practice
    - Ethics
    - Journal of Management
  - Newspapers/Magazines
    - Business Review Weekly (BRW)
    - Sydney Morning Herald
    - The Australian
    - Australian Financial Review
    - Wallstreet Journal

UNSW Library databases:
http://primoa.library.unsw.edu.au/primo_library/libweb/action/search.do?vid=UNSWS&openFdb=true

Google Scholar:
http://scholar.google.com
Websites

Australian Retailers Association
http://www.retail.org.au

Australian National Retailers Association
http://www.anra.com.au

Property Council of Australia – Retail Section
http://www.propertyoz.com.au

Australian Government Productivity Commission – wholesale and retail research
http://www.pc.gov.au/research/staff-research/wholesalere Tail

ACNielsen

Journal Articles

The below are optional readings that may assist with your assignments and may be used for demonstrating additional acquired knowledge in your final examination.


6 COURSE EVALUATION AND DEVELOPMENT

Each year feedback is sought from students about the courses offered in the School and continual improvements are made based on this feedback. UNSW’s Course and Teaching Evaluation and Improvement (CATEI) Process is one of the ways in which student evaluative feedback is gathered. In this course, we will seek your feedback through end of semester CATEI evaluations. An example of a change that was made for this course based on student feedback are frequent quizzes to help students to obtain feedback and to lessen the study load at final examination time. Also more assistance is provided in developing the logic/argument to your critical thinking assignment.
## 7 COURSE SCHEDULE

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic and Weekly Required Readings</th>
<th>Class Activities</th>
<th>Assessment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 1</td>
<td>Overview of Course Introduction to Distribution Rosenbloom Chapter 1</td>
<td>• Meet and Greet&lt;br&gt;• Explanation of Assignments&lt;br&gt;• Group Formation</td>
<td>Quiz 1 open Monday, 10 August from 9:00am to Friday, 14 August 5:00pm</td>
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<td>28 July</td>
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<tr>
<td>Week 2</td>
<td>The Channel Participants Rosenbloom Chapter 2</td>
<td>• Research Workshop&lt;br&gt;• Week 1 Review Questions&lt;br&gt;• Group Meeting Time</td>
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<td>4 August</td>
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<tr>
<td>Week 3</td>
<td>Behavioural Processes in marketing Channels Rosenbloom Chapter 4</td>
<td>• Critical Thinking Assignment Discussion&lt;br&gt;• Week 2 Review Questions&lt;br&gt;• Group Consultations for Critical Thinking Assignment</td>
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<td>11 August</td>
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<tr>
<td>Week 4</td>
<td>Strategy in Marketing Channels Rosenbloom Chapter 5</td>
<td>• Channel Analysis Report Discussion&lt;br&gt;• Weeks 3 &amp; 4 Review Questions&lt;br&gt;• Group Meeting Time</td>
<td>Group Critical Thinking Assignment Due 5:00pm, Friday, 28 August&lt;br&gt;At the time of submission, complete a peer evaluation form on Moodle.</td>
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<tr>
<td>18 August</td>
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<td>Week 5</td>
<td>Designing the Marketing Channel Rosenbloom Chapter 6</td>
<td>• Week 5 Review Questions&lt;br&gt;• Channel Analysis Report Discussion&lt;br&gt;• Group Consultations</td>
<td>Quiz 2 open Monday, 31 August from 9:00am to Friday, 4 September 5:00pm</td>
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<td>25 August</td>
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<td>Week 6</td>
<td>Selecting the Channel Members Rosenbloom Chapter 7</td>
<td>• Week 6 Review Questions&lt;br&gt;• Channel Analysis Report Discussion&lt;br&gt;• Group Consultations</td>
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<td>1 September</td>
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<td>Week 7</td>
<td>Target Markets and Channel Design Strategy</td>
<td>• Week 6 Review Questions</td>
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<td>8 September</td>
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| Week 8  15 September | Motivating the Channel Members  
Rosenbloom Chapter 9 | • Practice Short Answer Quiz – marked in class  
• Group Consultations |
|---------------------|-----------------------------|
| Week 9  22 September | Product Issues in Channel Management  
Rosenbloom Chapter 10 | • Week 7 & 8 Review Questions  
• Group Consultations  
Quiz 3 open Monday, 21 September from 9:00am to Friday, 25 September 5:00pm |
| Mid-Semester break: 26 September – 5 October |
| Week 10 6 October | Promotion Through the Marketing Channel  
Rosenbloom Chapter 12 | • Exam Practice  
Group Marketing Channel Analysis Report  
Due Friday, 9 October  
At the time of submission, complete a peer evaluation form on Moodle. |
| Week 11 13 October | Electronic Marketing Channels  
Rosenbloom Chapter 15 | • Exam Practice |
| Week 12 20 October | • Review, Exam Details  
Quiz 4 open Monday, 19 October from 9:00am to Friday, 23 October 5:00pm  
Journal Article Summary (only for those who did not participate in research)  
Due, Tuesday, 20 October at the beginning of class |
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

8 PROGRAM LEARNING GOALS AND OUTCOMES

The Business School Program Learning Goals reflect what we want all students to BE or HAVE by the time they successfully complete their degree, regardless of their individual majors or specialisations. For example, we want all our graduates to HAVE a high level of business knowledge, and a sound awareness of ethical, social, cultural and environmental implications of business. As well, we want all our graduates to BE effective problem-solvers, communicators and team participants. These are our overall learning goals for you and are sought after by employers.

You can demonstrate your achievement of these goals by the specific outcomes you achieve by the end of your degree (e.g. be able to analyse and research business problems and propose well-justified solutions). Each course contributes to your development of two or more program learning goals/outcomes by providing opportunities for you to practise these skills and to be assessed and receive feedback.

Program Learning Goals for undergraduate cover the key areas (application of business knowledge, critical thinking, communication and teamwork, ethical, social and environmental responsibility), which are key goals for all Business students and essential for success in a globalised world.

We strongly advise you to choose a range of courses which assist your development of these skills, e.g., courses assessing written and oral communication skills, and to keep a record of your achievements against the Program Learning Goals as part of your portfolio.

<table>
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<tr>
<th>Business Undergraduate Program Learning Goals and Outcomes</th>
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<tr>
<td>1. Knowledge: Our graduates will have in-depth disciplinary knowledge applicable in local and global contexts. You should be able to select and apply disciplinary knowledge to business situations in a local and global environment.</td>
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<td>2. Critical thinking and problem solving: Our graduates will be critical thinkers and effective problem solvers. You should be able to identify and research issues in business situations, analyse the issues, and propose appropriate and well-justified solutions.</td>
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<td>3. Communication: Our graduates will be effective professional communicators. You should be able to: a. Prepare written documents that are clear and concise, using appropriate style and presentation for the intended audience, purpose and context, and b. Prepare and deliver oral presentations that are clear, focused, well-structured, and delivered in a professional manner.</td>
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<tr>
<td>4. Teamwork: Our graduates will be effective team participants. You should be able to participate collaboratively and responsibly in teams, and reflect on your own teamwork, and on the team’s processes and ability to achieve outcomes.</td>
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<td>5. Ethical, social and environmental responsibility: Our graduates will have a sound awareness of the ethical, social, cultural and environmental implications of business practice. You will be able to: a. Identify and assess ethical, environmental and/or sustainability considerations in business decision-making and practice, and b. Identify social and cultural implications of business situations.</td>
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9 ACADEMIC HONESTY AND PLAGIARISM

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For UNSW policies, penalties, and information to help you avoid plagiarism see: https://student.unsw.edu.au/plagiarism as well as the guidelines in the online ELISE tutorials for all new UNSW students: http://subjectguides.library.unsw.edu.au/elise

To see if you understand plagiarism, do this short quiz: https://student.unsw.edu.au/plagiarism-quiz

For information on how to acknowledge your sources and reference correctly, see: https://student.unsw.edu.au/harvard-referencing

For the Business School Harvard Referencing Guide, see the Business Referencing and Plagiarism webpage (Business >Students>Learning support> Resources>Referencing and plagiarism).

10 STUDENT RESPONSIBILITIES AND CONDUCT

Students are expected to be familiar with and adhere to university policies in relation to class attendance and general conduct and behaviour, including maintaining a safe, respectful environment; and to understand their obligations in relation to workload, assessment and keeping informed.

Information and policies on these topics can be found in UNSW Current Students ‘Managing your Program’ webpages: https://student.unsw.edu.au/program.

10.1 Workload

It is expected that you will spend at least nine to ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, online activities and attending classes. In periods where you need to complete assignments or prepare for examinations, the workload may be greater. Over-commitment has been a cause of failure for many students. You should take the required workload into account when planning how to balance study with employment and other activities.

We strongly encourage you to connect with your Moodle course websites in the first week of semester. Local and international research indicates that students who engage early and often with their course website are more likely to pass their course.

Information on expected workload: https://student.unsw.edu.au/uoc

10.2 Attendance

Your regular and punctual attendance at lectures and seminars is expected in this course. University regulations indicate that if students attend less than 80% of scheduled classes they may be refused final assessment. For more information, see: https://student.unsw.edu.au/attendance
10.3 General Conduct and Behaviour
You are expected to conduct yourself with consideration and respect for the needs of your fellow students and teaching staff. Conduct which unduly disrupts or interferes with a class, such as ringing or talking on mobile phones, is not acceptable and students may be asked to leave the class. More information on student conduct is available at: https://student.unsw.edu.au/conduct

10.4 Occupational Health and Safety
UNSW Policy requires each person to work safely and responsibly, in order to avoid personal injury and to protect the safety of others. For more information, see http://www.ohs.unsw.edu.au/.

10.5 Keeping Informed
You should take note of all announcements made in lectures, tutorials or on the course website. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

11 SPECIAL CONSIDERATION
You must submit all assignments and attend all examinations scheduled for your course. You should seek assistance early if you suffer illness or misadventure which affects your course progress.

General information on special consideration for undergraduate and postgraduate courses:

1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment (Log into myUNSW and go to My Student Profile tab > My Student Services > Online Services > Special Consideration). You will then need to submit the originals or certified copies of your completed Professional Authority form (pdf - download here) and other supporting documentation to Student Central. For more information, please study carefully in advance the instructions and conditions at: https://student.unsw.edu.au/special-consideration

2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.

3. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you lodge an online application for special consideration.

4. Decisions and recommendations are only made by lecturers-in-charge (or by the Faculty Panel in the case of UG final exam special considerations), not by tutors.

5. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.

6. Special consideration requests do not allow lecturers-in-charge to award students additional marks.
Business School policy on requests for special consideration for Final Exams in undergraduate courses:
The lecturer-in-charge will need to be satisfied on each of the following before supporting a request for special consideration:

1. Does the medical certificate contain all relevant information? For a medical certificate to be accepted, the degree of illness, and impact on the student, must be stated by the medical practitioner (severe, moderate, mild). A certificate without this will not be valid.
2. Has the student performed satisfactorily in the other assessment items? Satisfactory performance would require at least 45% in each assignment and meeting the obligation to have attended 80% of classes.
3. Does the student have a history of previous applications for special consideration? A history of previous applications may preclude a student from being granted special consideration.

Special consideration and the Final Exam in undergraduate courses:
Applications for special consideration in relation to the final exam are considered by a Business School Faculty panel to which lecturers-in-charge provide their recommendations for each request. If the Faculty panel grants a special consideration request, this will entitle the student to sit a supplementary examination. No other form of consideration will be granted. The following procedures will apply:

1. Supplementary exams will be scheduled centrally and will be held approximately two weeks after the formal examination period. The dates for Business School supplementary exams for Semester 2, 2015 are:
   - 8th December – exams for the School of Accounting
   - 9th December – exams for all Schools except Accounting and Economics
   - 10th December – exams for the School of Economics
   If a student lodges a special consideration for the final exam, they are stating they will be available on the above dates. **Supplementary exams will not be held at any other time.**
2. Where a student is granted a supplementary examination as a result of a request for special consideration, the student’s original exam (if completed) will be ignored and only the mark achieved in the supplementary examination will count towards the final grade. Failure to attend the supplementary exam will not entitle the student to have the original exam paper marked and may result in a zero mark for the final exam.

If you attend the regular final exam, you are extremely unlikely to be granted a supplementary exam. Hence if you are too ill to perform up to your normal standard in the regular final exam, you are strongly advised not to attend. However, granting of a supplementary exam in such cases is not automatic. You would still need to satisfy the criteria stated above.

The Business School’s Special Consideration and Supplementary Examination Policy and Procedures for Final Exams for Undergraduate Courses is available at:
Special consideration and assessments other than the Final Exam in undergraduate courses:

1. All applications for special consideration must be lodged online through myUNSW within 3 working days of the assessment. (Log into myUNSW and go to My Student Profile tab > My Student Services channel > Online Services > Special Consideration). Then submit the originals or certified copies of your completed Professional Authority Form https://my.unsw.edu.au/student/academiclife/ProfessionalAuthority.pdf and other supporting documentation https://student.unsw.edu.au/special-consideration to Student Central. For more information, please study carefully the instructions and conditions at: https://student.unsw.edu.au/special-consideration.

2. Please note that documentation may be checked for authenticity and the submission of false documentation will be treated as academic misconduct. The School may ask to see the original or certified copy.

3. Applications will not be accepted by teaching staff. The lecturer-in-charge will be automatically notified when you have lodged an online application for special consideration.

4. Decisions and recommendations are only made by lecturers-in-charge, not by tutors.

5. Applying for special consideration does not automatically mean that you will be granted a supplementary exam or other concession.

6. Special consideration requests do not allow lecturers-in-charge to award students additional marks.

12 STUDENT RESOURCES AND SUPPORT
The University and the Business School provide a wide range of support services for students, including:

- **Business School Education Development Unit (EDU)**
  https://www.business.unsw.edu.au/students/resources/learning-support
  The EDU provides academic writing, study skills and maths support specifically for Business students. Services include workshops, online resources, and individual consultations. EDU Office: Level 1, Room 1033, Quadrangle Building. Phone: 9385 5584; Email: edu@unsw.edu.au.

- **Business Student Centre**
  https://www.business.unsw.edu.au/students/resources/student-centre
  Provides advice and direction on all aspects of admission, enrolment and graduation. Office: Level 1, Room 1028 in the Quadrangle Building; Phone: 9385 3189.

- **Moodle eLearning Support**
  For online help using Moodle, go to: https://student.unsw.edu.au/moodle-support. For technical support, email: itservicecentre@unsw.edu.au; Phone: 9385 1333.

- **UNSW Learning Centre**
  www.lc.unsw.edu.au
  Provides academic skills support services, including workshops and resources, for all UNSW students. See website for details.

- **Library training and search support services**
  http://info.library.unsw.edu.au/web/services/services.html
• IT Service Centre: Provides technical support for problems logging in to websites, downloading documents etc. [https://www.it.unsw.edu.au/students/index.html](https://www.it.unsw.edu.au/students/index.html) Office: UNSW Library Annexe (Ground floor). Ph: 9385 1333.

• UNSW Counselling and Psychological Services
  [https://student.unsw.edu.au/wellbeing](https://student.unsw.edu.au/wellbeing) Provides support and services if you need help with your personal life, getting your academic life back on track or just want to know how to stay safe, including free, confidential counselling. Office: Level 2, East Wing, Quadrangle Building; Phone: 9385 5418; Email: counselling@unsw.edu.au

• Student Equity & Disabilities Unit [http://www.studentequity.unsw.edu.au](http://www.studentequity.unsw.edu.au)
  Provides advice regarding equity and diversity issues, and support for students who have a disability or disadvantage that interferes with their learning. Office: Ground Floor, John Goodsell Building; Phone: 9385 4734; Email: seadu@unsw.edu.au