MARK5812
Distribution Strategy, Retail Channels, and Logistics

Course Outline
Semester 1, 2012

Part A: Course-Specific Information

Part B: Key Policies, Student Responsibilities and Support

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About the Course

Course Philosophy and Objectives

This course presents an integrated approach to distribution strategy, retail channel management, and selected 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 focus on the distribution activities involved in getting consumer and business goods and services to market as well as consider a) some unique characteristics associated with the retail marketing of merchandise assortments and b) selected 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.

Units of Credit

MARK5812 is a 6 UOC course

Enrolment Requirements and Relation to Other Courses:

The student must have previously completed, been exempted from, or be concurrently enrolled in MARK5800 or MARK5801. This course builds on knowledge of basic marketing concepts and complements this knowledge by developing a deeper understanding of strategic managerial and marketing aspects of distribution, retail channels and logistics.

Class Times and Places

The class will be held in weeks 1-12 from 6pm-9pm in Chem Sci M11.

Learning Methods and Teaching Strategies

The class consists of informal lectures combined with class discussions of assigned text readings and cases. The purpose of lectures is to present a critical discussion and assessment of assigned text readings supplemented by a presentation of additional conceptual material. While the emphasis in lectures is the presentation of theory, the emphasis of class discussion is the application of this theory in the context of business cases. Lectures and class discussions are not a substitute for reading the assigned text chapters and cases. The teaching strategy is to present a critical overview of conceptual, empirical and case material with an emphasis on theories and findings that are based on research evidence and coherent argument rather than the opinions and views of
practitioners, be they successful or not. In pairs, students will develop and submit a formal channel design proposal for an industry or organisation of their choice. The purpose of this assignment (as should be evident from the detailed guidelines given to all students enrolled in this course) is to allow the student to extend and reinforce their understanding of a wide range of conceptual material within a particular business or industry setting (to complement the cross-business and industry approach generally taken in the text and in many of the of lectures and the class discussions of mini-cases). By doing so, this assignment component adds a second dimension to the learning process, that of focused application of concepts and analytic methods. In a number of places, text and lecture presentations will consider formal models for depicting strategies and processes for distribution channel management (such as, for example, service output segmentation analysis or the channel efficiency template). All students should expect to gain some practice in applying such models, when appropriate, in class discussions and the channel design proposal assignment. Students must also expect to prepare formal written assignments in a clear and logical manner. Thus, this course aims not only to develop the student’s critical understanding of a range of substantive strategic marketing phenomena, but also to encourage the student to present their analyses in a logical and convincing manner and to clearly show how their conclusions are based on evidence.

Student Learning Outcomes

In light of the teaching strategies described above and the topics to be covered in the timetable for lectures and class discussions described later in this outline as well as the required readings and assignments, the expected learning outcomes of this course are as follows:

1. To develop a mature and critical understanding of concepts, theories, and evidence for effective distribution channel management from a marketing perspective.

2. To understand the components of channel design and to develop an ability to assess alternative channel designs against channel performance criteria.

3. To gain a basic exposure to logistics management from a strategic marketing as opposed to an operations management perspective.

4. To understand the core retail merchandising functions of category and assortment management in so far as these relate to supplier product and channel management.

5. To gain further specialised experience and to advance professional skills in managerial decision making in a marketing channels and retailing context [through case analysis and in developing a channel design proposal].

6. To understand the productive function of a marketing distribution system in both developed and developing economies.

7. To understand the public policy constraints in which a marketing distribution system must operate.
The table below shows how the above seven learning outcomes are related to five of the six attributes for graduates of the Australian School of Business:

<table>
<thead>
<tr>
<th>Course Learning Outcomes</th>
<th>ASB Graduate Attributes</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1. Critical thinking and problem solving</td>
</tr>
<tr>
<td>5</td>
<td>2. Communication</td>
</tr>
<tr>
<td>6, 7</td>
<td>3. Teamwork and leadership</td>
</tr>
<tr>
<td>1, 2, 3, 4, 6, 7</td>
<td>4. Social, ethical and global perspectives</td>
</tr>
<tr>
<td>2, 5</td>
<td>5. In-depth engagement with relevant disciplinary knowledge</td>
</tr>
<tr>
<td></td>
<td>6. Professional skills</td>
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</tbody>
</table>

More information on the ASB Graduate Attributes and how they align with the UNSW Graduate Attributes (2010) is available on the ASB Graduate Attributes webpage (ASB>Learning and Teaching >Graduate Attributes).

Continual Course evaluation and Improvement

“Each year feedback is sought from students and other stakeholders 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.”

This session, this course incorporates a number of changes in response to both student feedback and in light of further reflection and analysis by the lecturer in charge. Specifically, this session reinstates a channel design proposal assignment and includes three different major cases for discussion and analysis. The sequence of mini-cases has also been re-organised to more closely match the timetable of topics.
Staff and contacts

Course Coordinator, Lecturer, and Tutor: Dr Jack Cadeaux

- Email address: j.cadeaux@unsw.edu.au
- Telephone: 9385-1436
- Location: Quad Building Rm. 3024
- Consultation Hours: Tuesdays 2pm-4pm

Dr Jack Cadeaux is an Associate Professor of Marketing at UNSW and has a PhD in Marketing from the University of California, Berkeley. He has taught marketing at such institutions as the University of the Pacific, the University of Alabama, and the University of New South Wales. His research lies in distribution channels, retailing, macromarketing, strategic marketing of product and service innovations, and marketing strategy. He has authored or co-authored articles published or forthcoming in the European Journal of Marketing, Journal of Strategic Marketing, Journal of Macromarketing, Journal of Business Research, Industrial Marketing Management, Journal of Business and Industrial Marketing, Journal of Nonprofit and Public Sector Marketing, Journal of Marketing Channels, International Journal of Retail and Distribution Management, the International Review of Retail, Distribution, and Consumer Research, the International Journal of Financial Services Management, the Asia Pacific Journal of Marketing and Logistics, and the International Journal of Operations and Production Management. He has presented papers at academic conferences such as the AMA, ANZMAC, EIRASS, EAERCD, AIB, and Macromarketing in the United States, Canada, Australia, New Zealand, the Netherlands, and Belgium. He is on the Editorial Board of the Australasian Marketing Journal and on both the Editorial Policy Board and the Editorial Board of the Journal of Macromarketing. He was Editor for the 1999 ANZMAC Conference and Co-Chair and Editor for the 2002 Macromarketing Conference.

Guest Lecturer: Dr Mohammed Razzaque

Topic: Logistics and Supply Chain Management; Date: 8 May

Dr Mohammed Razzaque is an Associate Professor of Marketing at UNSW and has a PhD in Marketing from the University of New South Wales. He has research interests in the areas of Cross-cultural Studies on Various Aspects of Marketing including (but not limited to) Consumer Behaviour, Value Research, Brand Management, and Distribution and Channel Management; Marketing to Muslim Consumers; and Logistics and Supply Chain Management with a special emphasis on the Asia-Pacific region. He has authored or co-authored articles published in the Journal of Consumer Marketing, the Asian Journal of Marketing, the Journal of Business-to-Business Marketing, The Journal of Business and Industrial Marketing, the Journal of Business Ethics, the Journal of Asia-Pacific Business, and the International Journal of Physical Distribution and Logistics Management.
Resources

The Core Resources

The prescribed materials for this course are:


- Four major cases available via Blackboard under the UNSW ASB licensing agreement with Harvard Business School Press

Other Sources (referred to in lecture)


Journals

Research articles about distribution channels and retail marketing can be found in the following journals, to name a few

*Asia Pacific Journal of Marketing and Logistics*
*European Journal of Marketing*
*International Journal of Physical Distribution and Logistics Management*
*International Journal of Research in Marketing*
*International Journal of Retail and Distribution Management*
*International Review of Retail, Distribution, and Consumer Research*
*Journal of Business Research*
*Journal of Macromarketing*
*Journal of Marketing*
*Journal of Marketing Channels*
*Journal of Marketing Research*
*Journal of Retailing*
*Journal of the Academy of Marketing Science*
*Management Science*
*Marketing Letters*
*Marketing Science*
The following articles referred to in the lectures and/or the timetable are not contained in the study kit but are available to download using the Sirius e-journal system:


**Blackboard**

The Blackboard site for this course may include such resources as lecture notes, timetables, updates, and announcements. All four major cases are available to access through Blackboard via the licensing agreement between the UNSW ASB and Harvard Business School Press.

MARK 5812 Basic Timetable 2012

<table>
<thead>
<tr>
<th>Date</th>
<th>Week Number</th>
<th>Topics</th>
</tr>
</thead>
</table>
| 28 February   | 1           | *Introduction and Overview; Channel Concepts and Distributive Institutions*  
                |             | *Marketing Channel Structure and Functions*               |
| 8 March       | 2           | *Distribution Service Outputs and Segmentation for Channel Design*  
                |             | *Elements of Channel Design*                               |
| 13 March      | 3           | *Channel Flows and Efficiency*                            |
                |             | *Chanel Gap Analysis*                                     |
| 20 March      | 4           | *Channel Power and Channel Conflict*                      |
                |             | *Strategic Alliances in Distribution*                      |
| 27 March      | 5           | *Distribution Intensity and Vertical Restraints*           |
                |             | *e-Channels: Competition and Conflict*                     |
| 3 April       | 6           | *Retail Product Selection, Retail Buying;*                |
                |             | *Category Management, and Retail Assortment Planning*     |
|               |             | *Mid Semester Break*                                      |

*Important Note:* This is only a *basic* public timetable of topics. The *complete* timetable including detailed chapter and case readings is only available from the lecturer and from Blackboard for students enrolled in the course or for prospective students planning to enrol in the course.
<table>
<thead>
<tr>
<th>Date</th>
<th>No.</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>17 April</td>
<td>7</td>
<td><em>Product Management in Channels</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Pricing and Promotion Through Channels</em></td>
</tr>
<tr>
<td>24 April</td>
<td>8</td>
<td><em>Vertical Integration Decisions in Marketing Channels</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Franchising</em></td>
</tr>
<tr>
<td>1 May</td>
<td>9</td>
<td>Presentations of Channel Design Proposals</td>
</tr>
<tr>
<td></td>
<td></td>
<td>(Channel Design Proposal assignment due)</td>
</tr>
<tr>
<td>8 May</td>
<td>10</td>
<td><em>Logistics and Supply Chains in Channel Management</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Guest Lecturer:</strong> Assoc. Prof Mohammed Razzaque</td>
</tr>
<tr>
<td>15 May</td>
<td>11</td>
<td><em>Policy Constraints for Marketing Channel Strategies</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Channel Strategies for Wholesalers and Retailers</em></td>
</tr>
<tr>
<td>22 May</td>
<td>12</td>
<td><em>Review of concepts and cases</em></td>
</tr>
<tr>
<td></td>
<td></td>
<td><em>Review of exam study questions</em></td>
</tr>
</tbody>
</table>

*Important Note:* This is only a *basic* public timetable of topics. The *complete* timetable including detailed chapter and case readings is only available from the lecturer and from Blackboard for students enrolled in the course or for prospective students planning to enrol in the course.
## Assessment

<table>
<thead>
<tr>
<th>Component</th>
<th>Value</th>
<th>ASB Grad. Attribute*</th>
</tr>
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<tbody>
<tr>
<td>Participation in class discussion of conceptual readings, mini-cases, and cases</td>
<td>15%</td>
<td>1, 2, 4</td>
</tr>
<tr>
<td>Cooperative* or Individual Assignment: Channel Design Proposal</td>
<td>35%</td>
<td>1, 2, 5, 6</td>
</tr>
<tr>
<td><strong>Important Note:</strong> Comprehensive requirements for this assignment are only available from the lecturer and from Blackboard for students enrolled in the course or for prospective students planning to enrol in the course. This assignment is a written proposal (max 2500 words) due <em>at start of class</em> on Week 9 with an informal in-class presentation (subject to class size and time availability) also set for Week 9.</td>
<td></td>
<td></td>
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<tr>
<td>Final examination: Three Hours</td>
<td>50%</td>
<td>1, 3, 4</td>
</tr>
<tr>
<td>(Essay Format. Study questions available in Week 11 and discussed in Week 12)</td>
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<td></td>
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*Maximum size of cooperative team=2, *no exceptions*. This assignment can be done individually. The assignment will default to an *individual* assignment if no voluntary team partner is available for any reason including but not limited to reasons such as odd class size, scheduling difficulties, or inability to form or maintain a compatible match.

**This column indicates the ASB Graduate Attribute to which the assessment component corresponds.

### Final Examination

The final exam will be a 3-hour closed book written paper applying conceptual material to the assigned cases. All exams are scheduled and conducted in accordance with the UNSW Rules for the Conduct of Examinations and it is the student’s responsibility to
be familiar with these rules. For more information, refer to the UNSW examination website at:

Class Participation Component

Students are required to not only attend class but to have read and analysed carefully all of the assigned readings, cases, and discussion questions prior to class. Thus, students are expected to participate in class discussion and be able to comment thoughtfully on the material provided.

Quality Assurance
The ASB 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 ASB programs. All material used for such processes will be treated as confidential and will not be related to course grades.
PART B: KEY POLICIES, STUDENT RESPONSIBILITIES AND SUPPORT

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: http://www.lc.unsw.edu.au/plagiarism/index.html as well as the guidelines in the online ELISE and ELISE Plus tutorials for all new UNSW students: http://info.library.unsw.edu.au/skills/tutorials/InfoSkills/index.htm.
To see if you understand plagiarism, do this short quiz:
http://www.lc.unsw.edu.au/plagiarism/plagquiz.html
For information on how to acknowledge your sources and reference correctly, see:
http://www.lc.unsw.edu.au/onlib/ref.html

For the ASB Harvard Referencing Guide, see the ASB Referencing and Plagiarism web page:
http://www.asb.unsw.edu.au/learningandteaching/studentservices/resources/Pages/referencingandplagiarism.aspx

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.


Workload

It is expected that you will spend at least ten hours per week studying this course. This time should be made up of reading, research, working on exercises and problems, 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.
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.

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://my.unsw.edu.au/student/atoz/BehaviourOfStudents.html

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/.

Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course web site. 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.

SPECIAL CONSIDERATION AND SUPPLEMENTARY EXAMINATIONS

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:

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 (pdf - download here) and other supporting
documentation to Student Central. For more information, please study carefully the instructions and conditions at:

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 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.

STUDENT RESOURCES AND SUPPORT

The University and the ASB provide a wide range of support services for students, including:

- **ASB Education Development Unit (EDU)** (www.business.unsw.edu.au/edu)
  Academic writing, study skills and maths support specifically for ASB students. Services include workshops, online and printed resources, and individual consultations. EDU Office: Room GO7, Ground Floor, ASB Building (opposite Student Centre); Ph: 9385 5584; Email: edu@unsw.edu.au

- **Blackboard eLearning Support**: For online help using Blackboard, follow the links from www.elearning.unsw.edu.au to UNSW Blackboard Support / Support for Students. For technical support, email: itservicecentre@unsw.edu.au; ph: 9385 1333

- **UNSW Learning Centre** (www.lc.unsw.edu.au)
  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**: Technical support for problems logging in to websites, downloading documents etc. https://www.it.unsw.edu.au/students/index.html
  UNSW Library Annexe (Ground floor)

- **UNSW Counselling and Psychological Services** (http://www.counselling.unsw.edu.au)
  Free, confidential service for problems of a personal or academic nature; and workshops on study issues such as ‘Coping With Stress’ and ‘Procrastination’. Office: Level 2, Quadrangle East Wing; Ph: 9385 5418

- **Student Equity & Disabilities Unit** (http://www.studentequity.unsw.edu.au)
  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; Ph: 9385 4734