



The University of Southern Queensland

## Course specification

The current and official versions of the course specifications are available on the web at  
<<http://www.usq.edu.au/coursespecification/current>>.  
Please consult the web for updates that may occur during the year.

### Description: Marketing Channels

Subject	Cat-nbr	Class	Term	Mode	Units	Campus
MKT	2004	90993	2, 2009	ONC	1.00	Springfield

<b>Academic group:</b>	FOBUS
<b>Academic org:</b>	FOB004
<b>Student contribution band:</b>	3A
<b>ASCED code:</b>	080599

### STAFFING

Examiner: Latif Al-Hakim  
Moderator: Anne-Marie Sassenberg

### REQUISITES

Pre-requisite: MKT1001

### OTHER REQUISITES

Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at  
<<http://www.usq.edu.au/ict/students/standards/default.htm>>.

### RATIONALE

This course examines the distribution of goods and services. Channel management involves determining the most efficient and effective way of getting the product from the manufacturer to the end user. Topics include wholesaling, retailing, physical distribution and designing the marketing channel.

### SYNOPSIS

The study of marketing channels addresses the distribution or place element of the marketing mix. The course takes a managerial approach to the distribution problem. Channel intermediaries, such as wholesalers and retailers are discussed. A formal process for the design of an effective and efficient marketing channel is examined. The impact of the other elements of the marketing mix on channel management is considered. Channel management issues such as power and conflict, communication and channel evaluation are also addressed.

### OBJECTIVES

On successful completion of this course students should be able to:

1. define and explain the concept of the marketing channel
2. understand the role of the marketing channel within the firm's overall marketing mix

3. discuss the role and functions of key channel members including producers, wholesalers, and retailers
4. discuss the structure and trends of the wholesaling and retailing sectors
5. demonstrate an understanding of retailing strategy and apply that knowledge to real-world retailing examples
6. discuss the environment within which the marketing channel operates and implications for channel management
7. demonstrate an understanding of the behavioural processes of the marketing channel including conflict, power, roles, communication and motivation
8. discuss the major issues involved in managing the marketing channel and demonstrate an understanding of the decisions that impact on marketing strategy
9. demonstrate academic and professional literacy skills by describing, understanding, applying and evaluating appropriate concepts, theories, processes and structures
10. demonstrate an understanding of the channel design process and apply that knowledge to real-world examples
11. describe and evaluate alternative channel structures
12. discuss the relationship between the distribution element with the other elements of the marketing mix
13. explain the role of physical distribution in channel management and the need to develop an effective logistics system
14. identify, analyse and evaluate specific distribution problems and prepare written reports recommending appropriate course of action using correct report format as per the guidelines provided in the Communication skills handbook
15. develop logical, well-supported arguments and provide clear justification for decisions
16. apply the case analysis process and generate case solutions
17. demonstrate written and oral communication skills by preparing presentations using appropriate visual aids
18. demonstrate ethical research and enquiry skills by correctly referencing sources of information using the Harvard referencing style.

## TOPICS

	Description	Weighting (%)
1.	Marketing channel concepts	7.00
2.	Channel participants	14.00
3.	Marketing channel environment	7.00
4.	Behavioural processes in marketing channels	7.00
5.	Channel strategy and channel design	30.00
6.	Non-traditional channels	7.00
7.	Product and pricing issues in channel management	7.00
8.	Promotion and the marketing channel	7.00
9.	Logistics and channel management	7.00
10.	Evaluating channel member performance	7.00

## **TEXT and MATERIALS required to be PURCHASED or ACCESSED**

ALL textbooks and materials are available for purchase from USQ BOOKSHOP (unless otherwise stated). Orders may be placed via secure internet, free fax 1800642453, phone 07 46312742 (within Australia), or mail. Overseas students should fax +61 7 46311743, or phone +61 7 46312742. For costs, further details, and internet ordering, use the 'Textbook Search' facility at <http://bookshop.usq.edu.au> click 'Semester', then enter your 'Course Code' (no spaces).

Rosenbloom, B 2004, *Marketing channels: a management view*, 7th edn, Thomson/South Western, Mason, Ohio.

Summers, J & Smith, B 2006, *Communication skills handbook: how to succeed in written and oral communication*, 2nd edn, John Wiley & Sons, Milton, Queensland.

## **REFERENCE MATERIALS**

Reference materials are materials that, if accessed by students, may improve their knowledge and understanding of the material in the course and enrich their learning experience.

Coughlan, AT, Anderson, E, Stern, LW & El-Ansary, AI 2006, *Marketing channels*, 7th edn, Pearson/Prentice Hall, Upper Saddle River, New Jersey.

## **STUDENT WORKLOAD REQUIREMENTS**

ACTIVITY	HOURS
Assessments	60.00
Directed Study	24.00
Private Study	40.00
Workshops	36.00

## ASSESSMENT DETAILS

Description	Marks out of	Wtg (%)	Due date	Objectives assessed	Graduate skill	Level assessed
ASSIGNMENT 1	100.00	20.00	28 Aug 2009 (see note 1)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 15, 16, 17, 18	U1, U3, U4	2, 2, 2
ASSIGNMENT 2	100.00	30.00	09 Oct 2009 (see note 2)	1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 18	U1, U2, U3, U4	2, 2, 2, 2
2-HOUR EXAMINATION	100.00	50.00	END S2 (see note 3)	1, 2, 3, 6, 7, 8, 9, 10, 11, 12, 13, 15	U2, U3	2, 2

### NOTES

1. Retail Assessment
2. Case Analysis
3. The examination is scheduled to be held in the end-of-semester examination period. Students will be advised of the official examination date after the timetable has been finalised.

## GRADUATE QUALITIES AND SKILLS

Elements of the following Graduate Skills are associated with the successful completion of this course.

Graduate skill assessed	Level assessed
Ethical Research & Enquiry (Skill U1)	Intermediate (Level 2)
Problem Solving (Skill U2)	Intermediate (Level 2)
Academic & Professional Literacy (Skill U3)	Intermediate (Level 2)
Written & Oral Communication (Skill U4)	Intermediate (Level 2)

## IMPORTANT ASSESSMENT INFORMATION

- 1 Attendance requirements:  
It is the students' responsibility to attend and participate appropriately in all activities (such as lectures, tutorials, laboratories and practical work) scheduled for them, and to study all material provided to them or required to be accessed by them to maximise their chance of meeting the objectives of the course and to be informed of course-related activities and administration.
- 2 Requirements for students to complete each assessment item satisfactorily:  
To satisfactorily complete an individual assessment item a student must achieve at least 50% of the marks. (Depending upon the requirements in Statement 4 below, students may not have to satisfactorily complete each assessment item to receive a passing grade in this course.)

- 3 Penalties for late submission of required work:  
If students submit assignments after the due date without prior approval of the examiner, then a penalty of 5% of the total marks gained by the student for the assignment may apply for each working day late up to ten working days at which time a mark of zero may be recorded.
- 4 Requirements for student to be awarded a passing grade in the course:  
To be assured of receiving a passing grade a student must achieve at least 50% of the total weighted marks available for the course.
- 5 Method used to combine assessment results to attain final grade:  
The final grades for students will be assigned on the basis of the aggregate of the weighted marks obtained for each of the summative assessment items in the course.
- 6 Examination information:  
This is a closed examination. Candidates are allowed to bring only writing and drawing instruments into the examination.
- 7 Examination period when Deferred/Supplementary examinations will be held:  
Any Deferred or Supplementary examinations for this course will be held during the next examination period.
- 8 University Regulations:  
Students should read USQ Regulations 5.1 Definitions, 5.6 Assessment, and 5.10 Student Academic Misconduct for further information and to avoid actions which might contravene university regulations. These regulations can be found at <http://www.usq.edu.au/corporateservices/calendar/part5.htm>. Students should also read the Faculty of Business Procedures which can be found at <http://www.usq.edu.au/business/aboutfob.htm>.

## ASSESSMENT NOTES

- 1 Assignments: (i) The due date for an assignment is the date by which a student must submit the assignment to the USQ. (ii) Students must retain a copy of each assignment submitted for assessment. This must be produced within 24 hours if required by the examiner. (iii) The examiner may grant an extension of the due date of an assignment in extenuating circumstances. Applications for extensions should be in writing and must include supporting documentary evidence. Extensions are only granted in unforeseen and uncontrollable circumstances. The examiner shall consider all documentary evidence (including statement from a doctor, employer, counsellor or independent member of the community as appropriate) accompanying an application for extension and decide on the outcome. Length of extensions: Up to one week's extension (five working days) may be granted if a signed statement with supporting documentation is sent with the assignment, proving that an unforeseen and uncontrollable circumstance caused the delay, for example unusual and unpredictable work or family commitments. If the signed statement and supporting documentation does not show that unforeseen and uncontrollable circumstances were present for the days claimed, then the normal reduction in marks for a late assignment of 5% per working day will apply. Extensions beyond one week are not allowed unless express permission is obtained from the examiner. Extensions beyond one week are only granted in extreme circumstance because model answers may be distributed after this time. If you are likely to require an extension for a longer period than one week, you must contact the examiner for advice. In most cases, you will be required to complete an alternative make-up assignment. However, make-up assignments are only granted if you have passed all other pieces of assessment for the course. Medical extensions: In the case of an application for extension for medical reasons, the documentation should include a

statement from a doctor stating: the date the medical condition began or changed; how the condition affected the student's ability to study; when it became apparent that the student could not submit the assignment. As a rule, you will be granted an extension for the number of working days covered on a medical certificate. In the case of a medical extension, you do not need to contact the examiner unless you require an extension of longer than one week. Extensions for family/personal reasons: In the case of an application for extension for family/personal reasons, the documentation should include a statement from a doctor, counsellor or independent member of the community stating: the date the student's personal circumstances began or changed; how the circumstances affected the student's ability to complete the assignment; when it became apparent that the student could not complete the assignment. In the case of an extension for family/personal reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. Extensions for employment-related reasons: In the case of an application for extension for employment-related reasons, the documentation should include a statement from the student's employer stating: the date the student's employment began or the conditions of employment changed; how this prevents the student from completing the assignment. In the case of an extension for employment-related reasons you must contact the examiner before the due date to discuss the reason for the extension and to negotiate the length of an extension if granted. (iv) The examiner will normally only accept assessments that have been written, typed or printed on paper-based media. (v) The examiner will not accept submission of assignments by facsimile. (vi) In the event that a due date for an assignment falls on a local public holiday in their area, such as a show holiday, the due date for the assignment will be the next day. Students are to note on the assignment cover the date of the public holiday for the examiner's convenience.

- 2 Text books: It is the responsibility of the student to acquire a copy of the text book as soon as their enrolment in the course has been confirmed. Extensions will not be granted on the basis of the student not having a copy of the text, if the text is available from the USQ Bookshop.
- 3 Referencing in assignments: Harvard (AGPS) is the referencing system required in this course. Students should use Harvard (AGPS) style in their assignments to format details of the information sources they have cited in their work. The Harvard (AGPS) style to be used is defined by the USQ Library's referencing guide at <http://www.usq.edu.au/library/help/referencing/default.htm>.
- 4 Word count in assignments: Students must put the 'word count' for their assignment on the front page of the assignment. The word count is the number of words in the body of the assignment report and does not include the title, executive summary, list of references or appendices. To grade an assignment a marker does not need to read more words than the word limit of the assignment.
- 5 Course weightings: Course weightings of topics should not be interpreted as applying to the number of marks allocated to questions testing those topics in an examination paper.
- 6 Deferred work: Students who, for medical, family/personal, or employment-related reasons, are unable to complete an assignment or to sit for an examination at the scheduled time may apply to defer an assessment in a course. Such a request must be accompanied by appropriate supporting documentation. One of the following temporary grades may be awarded: IDS (Incomplete - Deferred Examination); IDM (Incomplete Deferred Make-up); IDB (Incomplete - Both Deferred Examination and Deferred Make-up).
- 7 Make-up work: Students who have undertaken all of the required assessments in a course but who have failed to meet some of the specified objectives of a course within the normally prescribed time may be awarded the temporary grade: IM (Incomplete - Make up). An

IM grade will only be awarded when, in the opinion of the examiner, a student will be able to achieve the remaining objectives of the course after a period of non-directed personal study.

### **OTHER REQUIREMENTS**

- 1 Computer, e-mail and Internet access: Students are required to have access to a personal computer, e-mail capabilities and Internet access to UConnect. Current details of computer requirements can be found at <<http://www.usq.edu.au/ict/students/standards/default.htm>>.
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