# MKTG213
## Marketing Channels
### E2 2012

*Marketing and Management*

## Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Information</td>
<td>2</td>
</tr>
<tr>
<td>Learning Outcomes</td>
<td>2</td>
</tr>
<tr>
<td>Assessment Tasks</td>
<td>3</td>
</tr>
<tr>
<td>Delivery and Resources</td>
<td>4</td>
</tr>
<tr>
<td>Unit Schedule</td>
<td>6</td>
</tr>
<tr>
<td>Policies and Procedures</td>
<td>7</td>
</tr>
<tr>
<td>Graduate Capabilities</td>
<td>9</td>
</tr>
</tbody>
</table>

---

**Disclaimer**

Macquarie University has taken all reasonable measures to ensure the information in this publication is accurate and up-to-date. However, the information may change or become out-dated as a result of change in University policies, procedures or rules. The University reserves the right to make changes to any information in this publication without notice. Users of this publication are advised to check the website version of this publication [or the relevant faculty or department] before acting on any information in this publication.
General Information

Unit convenor and teaching staff
Unit Convenor
Hamin Hamin
hamin.hamin@mq.edu.au
Contact via hamin.hamin@mq.edu.au

Credit points
3

Prerequisites
MKTG101

Corequisites

Co-badged status

Unit description
This unit considers the way in which the product leaves the point of manufacturer to reach the end customer or consumer. Topics include: marketing channels; marketing channel flows and intermediaries; channel design decisions; customers’ service requirements; channel objectives, constraints, alternatives; selecting channel members; motivation, management and evaluation; the nature and importance of retailing, types of retailers, retail marketing decisions; trends in retailing; wholesaling, its role and characteristics; wholesaling decisions; trends in wholesaling; and service products and their distribution characteristics. Relationship marketing - the focus on long term customer relationships rather than single transactions are the focus.

Important Academic Dates
Information about important academic dates including deadlines for withdrawing from units are available at https://www.mq.edu.au/study/calendar-of-dates

Learning Outcomes
On successful completion of this unit, you will be able to:

- To gain an understanding of Marketing Channels structure and functions
- To understand Demand, Supply and Competitive influences on Channel design
- To be able to critically assess Channel design
- To understand key Channel implementation issues
- To understand the role of key Channel Institutions
- To be able to apply distribution theory to real life examples both in case form and
through company research
To work effectively in groups to analyse and prepare reports on distribution issues.

**Assessment Tasks**

<table>
<thead>
<tr>
<th>Name</th>
<th>Weighting</th>
<th>Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case study/Report</td>
<td>30%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Presentation</td>
<td>30%</td>
<td>Ongoing</td>
</tr>
<tr>
<td>Final Examination</td>
<td>40%</td>
<td>University Examination Period</td>
</tr>
</tbody>
</table>

**Case study/Report**

Due: **Ongoing**  
Weighting: **30%**

This case study is designed to investigate the marketing channel strategy of a company of the students’ choice. This research project allows the student to focus on an area of concentration in relation to the channels of their own individual interest.

Late assignments will attract a 20% penalty of the assignment mark for each day late.

On successful completion you will be able to:

- To gain an understanding of Marketing Channels structure and functions
- To understand Demand, Supply and Competitive influences on Channel design
- To understand the role of key Channel Institutions
- To be able to apply distribution theory to real life examples both in case form and through company research
- To work effectively in groups to analyse and prepare reports on distribution issues.

**Presentation**

Due: **Ongoing**  
Weighting: **30%**

The group presentation allows the students to share their research findings in relation to the case study conducted on the marketing channel strategy of a particular company.

On successful completion you will be able to:

- To gain an understanding of Marketing Channels structure and functions
- To be able to critically assess Channel design
• To work effectively in groups to analyse and prepare reports on distribution issues.

Final Examination
Due: University Examination Period
Weighting: 40%

The final examination will be a three hour examination plus ten minutes reading time. All material in the unit is examinable. Further details about the final examination will be given later in the semester.

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University’s policy on special consideration process is available at http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties’ Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at: http://www.mq.edu.au/policy/docs/examination/policy.htm

On successful completion you will be able to:
• To gain an understanding of Marketing Channels structure and functions
• To understand Demand, Supply and Competitive influences on Channel design
• To understand key Channel implementation issues
• To understand the role of key Channel Institutions

Delivery and Resources

Classes
Number and length of classes: 3 hours face-to-face teaching per week, consisting of 1 x 2 hour lecture and 1 x 1 hour tutorial.

The timetable for classes can be found on the University web site at: http://www.timetables.mq.edu.au/

Prizes
None
Required and Recommended Texts and/or Materials

Required Textbook


The required text can be purchased from the Macquarie University Co-op Bookshop.

Other Recommended Reading

In addition to the required textbook for this Unit and suggested readings above, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing Channels
- International Journal of Retail and Distribution Management
- International Review of Retail, Distribution and Consumer Research
- Journal of Consumer Research
- Harvard Business Review
- Journal of the Academy of Marketing Science
- Business Review Weekly
- European Journal of Marketing

Recommended Research Databases

You should also access these key research databases available for access through the library. Databases recommended for your study in marketing management include:

- Ebscohost:
  - Academic Search Elite
  - Business Source Premier
  - Wiley Interscience
- Global Market Information Database
- Google Scholar (only when logged in via the Macquarie University website)
- Ulrich International Periodicals (for peer-reviewed journal checking)

Technology Used and Required

Students are required to learn how to use power point, word processing and iLearn.

Unit Web Page

Students may access unit material: Lecture Notes, Case Studies, the Unit Outline and important notices online through the Macquarie University Online Learning Facility http://ilearn.mq.edu.au
Teaching and Learning Strategy

This unit is lecture and tutorial-based. Typically, the class structure will be:

During lectures, theory and concepts will be discussed.

During tutorials, student groups will present their assigned researched topic and be involved in the class discussion.

The lecture notes will be posted on http://ilearn.mq.edu.au/.

Unit Schedule

<table>
<thead>
<tr>
<th>Lecture</th>
<th>Chapter</th>
</tr>
</thead>
</table>
| 1       | Course Introduction  
          Marketing Channels Systems | 1 |
| 2       | The Channels Participants  
          The Environment of Marketing Channels | 2  
          3 |
| 3       | Behavioural Process in Marketing Channels  
          Strategy in Marketing Channels | 4  
          5 |
| 4       | Designing Marketing Channels | 6 |
| 5       | Selecting the Channel Members  
          Target Markets and Channel Design Strategy | 7  
          8 |
| 6       | Motivating the Channel Members  
          Product Issues in Channel Management | 9  
          10 |
| 7       | Pricing Issues in Channel Management  
          Promotion through the Marketing Channel | 11  
          12 |
|         | Semester Break | |
| 8       | Logistic and Channel Management  
          Evaluating Channel Member Performance | 13  
          14 |
| 9       | Electronic Marketing Channels | 15 |
| 10      | Franchise Marketing Channels | 16 |
Policies and Procedures

Macquarie University policies and procedures are accessible from Policy Central. Students should be aware of the following policies in particular with regard to Learning and Teaching:


In addition, a number of other policies can be found in the Learning and Teaching Category of Policy Central.

Academic Honesty

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at [http://www.mq.edu.au/policy/docs/academic_honesty/policy.html](http://www.mq.edu.au/policy/docs/academic_honesty/policy.html)

Grades

Macquarie University uses the following grades in coursework units of study:

- HD - High Distinction
- D - Distinction
- CR - Credit
- P - Pass
- F - Fail
Grade descriptors and other information concerning grading are contained in the Macquarie University Grading Policy which is available at:


Grading Appeals and Final Examination Script Viewing

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/new_and_current_students/undergraduate_current_students/how_do_i/grade_appeals/

Special Consideration Policy

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at:

http://www.mq.edu.au/policy/docs/special_consideration/policy.html

Student Support

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at: http://students.mq.edu.au/support/.

UniWISE provides:

- Online learning resources and academic skills workshops http://www.mq.edu.au/learning_skills/
- Personal assistance with your learning & study related questions.
- The Learning Help Desk is located in the Library foyer (level 2).
- Online and on-campus orientation events run by Mentors@Macquarie.

Student Services and Support

Students with a disability are encouraged to contact the Disability Support Unit who can provide appropriate help with any issues that arise during their studies.

Student Enquiries

Details of these services can be accessed at http://www.student.mq.edu.au/ses/.
IT Help

If you wish to receive IT help, we would be glad to assist you at [http://informatics.mq.edu.au/help/](http://informatics.mq.edu.au/help/).

When using the university's IT, you must adhere to the [Acceptable Use Policy](http://informatics.mq.edu.au/help/). The policy applies to all who connect to the MQ network including students and it outlines what can be done.

**Graduate Capabilities**

**Capable of Professional and Personal Judgement and Initiative**

We want our graduates to have emotional intelligence and sound interpersonal skills and to demonstrate discernment and common sense in their professional and personal judgement. They will exercise initiative as needed. They will be capable of risk assessment, and be able to handle ambiguity and complexity, enabling them to be adaptable in diverse and changing environments.

This graduate capability is supported by:

**Learning outcome**

- To work effectively in groups to analyse and prepare reports on distribution issues.

**Commitment to Continuous Learning**

Our graduates will have enquiring minds and a literate curiosity which will lead them to pursue knowledge for its own sake. They will continue to pursue learning in their careers and as they participate in the world. They will be capable of reflecting on their experiences and relationships with others and the environment, learning from them, and growing - personally, professionally and socially.

This graduate capability is supported by:

**Learning outcomes**

- To understand key Channel implementation issues
- To understand the role of key Channel Institutions

**Discipline Specific Knowledge and Skills**

Our graduates will take with them the intellectual development, depth and breadth of knowledge, scholarly understanding, and specific subject content in their chosen fields to make them competent and confident in their subject or profession. They will be able to demonstrate, where relevant, professional technical competence and meet professional standards. They will be able to articulate the structure of knowledge of their discipline, be able to adapt discipline-specific knowledge to novel situations, and be able to contribute from their discipline to inter-disciplinary solutions to problems.

This graduate capability is supported by:
Learning outcomes

- To gain an understanding of Marketing Channels structure and functions
- To understand Demand, Supply and Competitive influences on Channel design
- To understand key Channel implementation issues
- To understand the role of key Channel Institutions
- To be able to apply distribution theory to real life examples both in case form and through company research
- To work effectively in groups to analyse and prepare reports on distribution issues.

Critical, Analytical and Integrative Thinking

We want our graduates to be capable of reasoning, questioning and analysing, and to integrate and synthesise learning and knowledge from a range of sources and environments; to be able to critique constraints, assumptions and limitations; to be able to think independently and systemically in relation to scholarly activity, in the workplace, and in the world. We want them to have a level of scientific and information technology literacy.

This graduate capability is supported by:

Learning outcomes

- To gain an understanding of Marketing Channels structure and functions
- To understand Demand, Supply and Competitive influences on Channel design
- To be able to critically assess Channel design
- To understand the role of key Channel Institutions
- To be able to apply distribution theory to real life examples both in case form and through company research

Assessment tasks

- Case study/Report
- Presentation
- Final Examination

Problem Solving and Research Capability

Our graduates should be capable of researching; of analysing, and interpreting and assessing data and information in various forms; of drawing connections across fields of knowledge; and they should be able to relate their knowledge to complex situations at work or in the world, in order to diagnose and solve problems. We want them to have the confidence to take the initiative in doing so, within an awareness of their own limitations.

This graduate capability is supported by:
Learning outcomes

• To gain an understanding of Marketing Channels structure and functions
• To understand Demand, Supply and Competitive influences on Channel design
• To be able to critically assess Channel design
• To understand key Channel implementation issues
• To be able to apply distribution theory to real life examples both in case form and through company research

Assessment tasks

• Case study/Report
• Presentation
• Final Examination

Creative and Innovative

Our graduates will also be capable of creative thinking and of creating knowledge. They will be imaginative and open to experience and capable of innovation at work and in the community. We want them to be engaged in applying their critical, creative thinking.

This graduate capability is supported by:

Assessment tasks

• Case study/Report
• Presentation

Effective Communication

We want to develop in our students the ability to communicate and convey their views in forms effective with different audiences. We want our graduates to take with them the capability to read, listen, question, gather and evaluate information resources in a variety of formats, assess, write clearly, speak effectively, and to use visual communication and communication technologies as appropriate.

This graduate capability is supported by:

Assessment task

• Presentation

Socially and Environmentally Active and Responsible

We want our graduates to be aware of and have respect for self and others; to be able to work with others as a leader and a team player; to have a sense of connectedness with others and country; and to have a sense of mutual obligation. Our graduates should be informed and active participants in moving society towards sustainability.
This graduate capability is supported by:

**Learning outcome**

- To work effectively in groups to analyse and prepare reports on distribution issues.