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1. Course Staff

Lecturer: Jan Bouhali
Consultation time: Thurs 5.35pm – 6.35pm or by appointment
Location: John Goodsell Bldg, Room 306
Contact ph: 9385 3315
Email: j.bouhali@unsw.edu.au

Teaching staff:
Name: Marion Burford
Consultation time: Tues 9am-10am
Location: John Goodsell Bldg, Room 135
Contact ph: 9385 33
Email: m.burford@unsw.edu.au

1.1 Communication with Staff
For contact outside of tutorial time, please use the above-listed details. Staff will be available for consultation at the specified times – no appointment needs to be made if you wish to see your tutor or lecturer at this time. If you require contact outside of this time, please email or phone the staff member with your question or to negotiate an alternate and mutually suitable consultation arrangement. Any changes to this outline will be discussed in lectures and announced on WebCT.

2. Information about the course

2.1 Teaching times and Locations
Updated information regarding tutorial times and locations can be found on the School of Marketing website:
www.marketing.unsw.edu.au/TIMETABLE/S1UG.pdf
Please check the website for most current information. The lectures will be at the following times and locations:

Thursday 2-4pm

You MUST go to the Lecture time. There are no repeat lectures and lectures are NOT recorded. For your tutorials, you MUST enrol online through MyUNSW – this is the only way to do it. You can ONLY attend the tutorial in which you are enrolled and it is YOUR responsibility to ensure that you are in a suitable timeslot. Tutors can NOT allow you to change tutorials. Choose carefully as spaces fill up quickly.

2.2 Units of Credit
MARK3081 is a 6 credit point subject.

2.3 Parallel teaching in the course
The pre-requisite is MARK2053 Marketing Communications and Promotions Management and MARK2054 Market Analysis.
2.4 Relationship of this course to other course offerings

Distribution strategy and Retail Channels is a subject that offers insights into the practice of understanding the complex nature of business markets. It is a very important area of marketing as it is progressively become a key area of business firm’s strategic means to gaining competitive advantage. Distribution Strategy & Retail Channels (MARK3081) has been designed to provide students with enhanced knowledge in marketing practice and theory. Foundational knowledge from (MARK 2053) Marketing Communications and Promotions Management and MARK (2054) Market Analysis would have provided robust insights into marketing management.

2.5 Approach to learning and teaching

MARK3081 considers a combination of academic theoretical concepts centring on academic texts and literature and practical material based on case studies and general business/trade publications.

Students will be given instruction in linking theory to practice which will be executed via a group project which investigates a flagship companies marketing channels. Students will be expected to explore analyse and detail operations in context of marketing channel framework.

This course focuses on the overall considerations correlated with Marketing Channels from concept, development, strategy, participants and management the course adopts a business to business focal point within a managerial framework

The structure puts emphasis on two main areas: (1) the development of a conceptual understanding of marketing channels, and (2) application of this understanding through experience-based learning activities.

The inclusion of case studies is designed to provide students with the opportunity to demonstrate their understanding and deliver recommendations on real marketing management challenges faced by managers and corporations.

For students to gain the benefits associated with interactive learning it is essential that case studies are read and prepared before tutorials. The course has been designed to assist students in being better able to understand and manage the real complexities that face corporations and marketing managers in their daily existence.

While the teaching staff are responsible for providing a learning direction, students need to be responsible for their learning. Students must ensure that they have read recommended materials prior to meetings (lectures and tutorials) and contribute to tutorial discussions, make clear any ambiguities and be willing to put in the effort in assessment pieces.
3. COURSE AIMS AND OUTCOMES

3.1 Course Aims
The overall objective of the course is to introduce students to major concepts and theories relevant to the study and practice of distribution strategy and retail channels

- To introduce students to the theoretical considerations of Marketing Channels and its central role in marketing management. (This outcome correlates to the Graduate Attributes at UNSW relating to the skills involved in scholarly enquiry).

- To analysis marketing channels and gain knowledge of applied theories via case studies of organisations or industries. (This outcome correlates to the Graduate Attributes at UNSW relating to the ability to engage in independent and reflective learning).

- To develop presentation, report writing, analytical and critiquing skills. (This outcome correlates to the Graduate Attributes at UNSW relating to the capacity for enterprise, initiative and creativity).

- Encourage the development of interpersonal skills that are useful for marketing management roles. (This outcome correlates to the Graduate Attributes at UNSW relating to the skills of effective communication).

3.2 Student Learning Outcomes
This subject aims to assist you in obtaining the following learning outcomes:

1. To understand and identify marketing channel design and structures in business markets (This outcome correlates to the Graduate Attributes at UNSW relating to in-depth engagement with relevant disciplinary knowledge in its interdisciplinary context).

2. To develop an informed analytic approach to studying marketing channels (This outcome correlates to the Graduate Attributes at UNSW relating to the capacity for analytical and critical thinking for creative problem solving).

3. Gain increased confidence in making presentations to an informed audience. (This outcome correlates to the Graduate Attributes at UNSW relating to the skills of effective communication and the skills involved in scholarly enquiry).

4. Become confident and conversant with the terminology and business jargon associated with distribution strategy and marketing channels (This outcome correlates to the Graduate Attributes at UNSW relating to the skills of effective communication).

5. Further develop critical analysis and problem solving competencies in marketing (This outcome correlates to the Graduate Attributes at UNSW relating to the capacity for enterprise, initiative and creativity).

6. To practise and apply effective group work activities (time management, task division, responsibility sharing, negotiation, conflict resolution) This outcome correlates to the Graduate Attributes at UNSW relating to the capacity for enterprise, initiative and creativity).
3.3 Teaching Strategies

MARK3081 is taught using the format of a lecture and tutorial series. Lectures will be used to present main concepts and supporting examples. This will be done with the use of discussions, videos, power point presentations and a practical project. The use of multimedia will support the topic covered by engaging students and setting a context for the material to be embedded.

Tutorials will be used to give students an opportunity to engage in learning exercises, projects and discussion in small groups. Tutorials encourage a high level of student involvement to ensure that topics are understood. Students will also have an opportunity to apply learned concepts in a hands-on project. To maximise potential value derived from lectures, students are expected to have read the prescribed material (eg text book chapters) and attended the lecture prior to attending the corresponding tutorial.

4. STUDENT RESPONSIBILITIES AND CONDUCT

For additional information regarding your responsibilities regarding workload, general conduct and behaviour, and keeping informed, please refer to the School of Marketing's website.


4.1 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.

NB: 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. The practical project in this course will require your effort on an ongoing basis throughout the semester.

4.2 Attendance

Your regular and punctual attendance at lectures and tutorials is expected in this course. University regulations indicate that if students attend less than eighty per cent of scheduled classes they may be refused final assessment.

4.3 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. Likewise, it is not acceptable to be talking in lectures or tutorials when the instructor is speaking, or turning up to class late.

If you find that you are having difficulties with this subject, please approach your tutor as a first port-of-call – all tutors have consultation times in which they are available to see you. If issues cannot be resolved there, please contact the Lecturer-in-charge (details on page 3). At consultation times, you should feel free to approach staff about any subject related issue – for example, lecture material, tutorial activities, learning difficulties, assessment details, group work, etc.
More information on student conduct is available at: www.my.unsw.edu.au

4.4 Keeping informed
You should take note of all announcements made in lectures, tutorials or on the course web site [www.webct.unsw.edu.au]. You will be able to download lecture notes from this site, post and read discussion comments and view other material that is relevant to the course. It is YOUR responsibility to check WebCT AND your official university email account. Staff will assume that you are up to date with current information and latest announcements. Furthermore, from time to time, the University will send important announcements to your university email address without providing you with a paper copy. You will be deemed to have received this information.

5. LEARNING ASSESSMENT

5.1 Formal Requirements
The formal requirements to pass this course are outlined below:
In order to pass this course, you must:
- achieve a composite mark of at least 50/100; and
- make a satisfactory attempt at all assessment tasks (see below); and
- attend lectures and tutorials; and
- pass the final exam.

5.2 Assessment Details
In this section, details of your assessment are provided. You will be assessed on two main areas: individual and group work. Individual assessment consists of (a) tutorial component, and (b) final exam. The Group assessment consists of a research report, comprising 3 parts. All details are provided below.

NOTE:
* To pass this course – you must obtain at least 32.5/65 for the individual component BEFORE your group marks will count.

| Individual Components |  
|-----------------------|---|
| Tutorials             | 10% |
| Case Study            | 10% |
| Final Examination     | 45% |

CONTRIBUTION TO OVERALL ASSESSMENT 65%

| Group Components - Group Project |  
|----------------------------------|---|
| Group Project Components:       |  
| Academic:                        | 10% |
| (Mini Literature Review):       |  
| Practical:                      |  
| Written Report Content & Structure | 15% |
| Oral                             |  
| Class Presentation              | 10% |
Individual Components: 65%

Tutorial component: 10%
Tutorials are of 1.5 hours duration commencing in week 2. The tutorial program consists of a discussion of various market channel issues in the form of case analyses and other exercises designed to give students a better understanding of practical issues involved in distribution strategy. Your tutorial mark will be based on attendance, participation in tutorial exercises/activities and regular and worthwhile contributions to class discussion. Participation will be measured via a merit dollar scorecard in a tutorial students will earn merit dollars which will be recorded. Based on the quality (content) versus quantity (more vocal) contributions.

Tutorials give an opportunity to:
- discuss channel and business market issues and ensure you are embracing theoretical aspects and their correlation to market management practice
- improve areas of general analysis, report writing, case study analysis, and presentation skills
- work closely with other students in groups and individually

To successfully complete this subject, you must attend 80% of tutorials and students must attend the tutorial in which they are enrolled.

Case Study 10%
The selected case study will be announced and placed on WebCT by week 4 and all students will have 2 weeks to complete assessment piece. There will be set questions students will have to answer and further details will be provided during tutorials.

Final Examination: 45%
Final exam structure and content brief will be announced closer to exam time. The announcement will be presented in a lecture, re-examine in a tutorial and supportive hand outs.

Group Component: 35%
Groups will consist of 3-4 people – within the SAME tutorial. This will be a secondary exploratory & comparative research and channel analysis project of an established organisations with a focus on top 500 companies. The analysis involved will centre on establishing distribution design, strategy and management issues. Your project will be monitored by progress reports to ensure all students are progressing in the right direction. There will be grades given for the written component (report) and the presentation of project (listed below). You will be
awarded grades [Fail, P, C, D, HD] for these assessments and then at the conclusion of the session, you will be told your mark, which will be out of 35%.

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<tr>
<th>Part</th>
<th>Description</th>
<th>Grade</th>
</tr>
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<tbody>
<tr>
<td>Part 1:</td>
<td>Literature Review</td>
<td>10%</td>
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<tr>
<td>Part 2:</td>
<td>Written report/analysis</td>
<td>15%</td>
</tr>
<tr>
<td>Part 3:</td>
<td>Class Presentation</td>
<td>10%</td>
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A group assignment brief will be handed out in tutorials Week 2.

IMPORTANT GROUP PROJECT TASK DATES:

**WEEK 2 Tutorial:** Form Groups

**WEEK 3 Tutorial:** Submit in tutorials a project proposition of selected companies and a focus area for literature review in distribution channels eg: Power & Conflict

This is two pages first page should contain all group members' names student numbers and state a key contact person of the group for feedback purposes.

**WEEK 4**  Progress Report

This report needs to detail what the group has obtained such as bibliography of literature sourced, an outline of companies chosen and their respective business, a brief on their supply chain operations, identification of members, non members and ultimate customer. An action plan with timeline of activities and research and group members appointed responsibilities.

**WEEK 8:**  Progress Report 2

This is a brief presentation plus hard copy to be handed to tutor during the tutorial... Your tutor will allocate the order of presentations. You will be required to present the literature component of your project– that you feel highlight your findings best. It is advisable to link it back to corporate practice via articles from publications such as Financial Review or Business Review Weekly (BRW).

Each presentation is to be for no longer than 10 minutes.

**Peer Assessment:**

Towards the end of session, you will be given the option of completing Peer Evaluations for your team members. If there is a consistent unequal contributor in your group, this will be your chance to submit your concerns in writing. Please note that if this issue arises, it is your responsibility to raise the matter initially (and well before the end of session) within your group, then with your Tutor and finally, with the Coordinator if the matter cannot be solved at the tutorial level. If there is sufficient evidence of a lack of contribution/performance within the team, individual project marks may be altered.

**NOTE:**

PRESENTATIONS NOT COMPLETED ON DUE DATE WILL NOT BE HEARD AT ANY OTHER TIME. ie YOU WILL RECEIVE A ZERO SCORE.

WRITTEN PROJECTS RECEIVED AFTER THE DUE DATE AND TIME WILL BE SUBJECT TO A LATE PENALTY OF 10% PER DAY OR PART DAY.
COMPUTER PROBLEMS, WORK COMMITMENTS, ETC. ARE NO EXCUSE FOR LATENESS.

**General Guidelines for the Group Project:**

- The assignment must be typed **NOT** hand-written.
- Absolutely **NO** plagiarism - you must acknowledge all sources of any facts, ideas which are not your own.
- Correct referencing: Reports that are submitted with no, incorrect or poor referencing will be returned unmarked, attaining a zero grade. Please read the online Referencing Guide: http://www.lc.unsw.edu.au/onlib/ref.html
- If you’re still unsure about referencing, visit the following website and test your knowledge: http://library2.fairfield.edu/instruction/ramona/plagicourt.html
- The emphasis is not on quantity (number of pages) thus on quality in areas of analysis, identification, and comprehension of the marketing channels of the companies researched.
- Report needs to be presented in a professional manner thus think about (Contents) for eg: EXECUTIVE SUMMARY, Introduction and issues such as page numbers, footers etc.
5.3 Assignment Submission Procedure
Assignments must be handed in to tutors on specified days and times. You will be informed of these closer to the date.

5.4 Late Submission
Late submission of assignments will attract a penalty of 10% per day or part thereof.

5.5 Special Consideration and Supplementary examinations
There will be no supplementary exams given for this subject. If you require special consideration, you must present relevant certificates to Student Q and follow the official process. Do not attempt to ask tutors or lecturers for consideration as they are not authorised to give this to you unless it comes through the official channels.

Details relating to procedures for special consideration can be found at:
http://www2.marketing.unsw.edu.au/nps/servlet/portservice?GI_ID=System.LoggedOutInheritableArea&maxWqd Current_SpecialConsideration

NOTE: You only have 3 days from the due date of the assessment/exam in which to lodge a special consideration form.

5.6 Assignment Format
(see group work section)
6. **ACADEMIC HONESTY AND PLAGIARISM**

The University regards plagiarism as a form of academic misconduct, and has very strict rules regarding plagiarism. For full information regarding policies, penalties and information to help you avoid plagiarism see:

[www.my.unsw.edu.au/student/atoz/Plagiarism](http://www.my.unsw.edu.au/student/atoz/Plagiarism)

Plagiarism is the presentation of the thoughts or work of another as one’s own.* Examples include:

- direct duplication of the thoughts or work of another, including by copying work, or knowingly permitting it to be copied. This includes copying material, ideas or concepts from a book, article, report or other written document (whether published or unpublished), composition, artwork, design, drawing, circuitry, computer program or software, web site, Internet, other electronic resource, or another person’s assignment without appropriate acknowledgement;
- paraphrasing another person’s work with very minor changes keeping the meaning, form and/or progression of ideas of the original;
- piecing together sections of the work of others into a new whole;
- presenting an assessment item as independent work when it has been produced in whole or part in collusion with other people, for example, another student or a tutor; and,
- claiming credit for a proportion a work contributed to a group assessment item that is greater than that actually contributed.†

Submitting an assessment item that has already been submitted for academic credit elsewhere may also be considered plagiarism.

The inclusion of the thoughts or work of another with attribution appropriate to the academic discipline does not amount to plagiarism.

Students are reminded of their Rights and Responsibilities in respect of plagiarism, as set out in the University Undergraduate and Postgraduate Handbooks, and are encouraged to seek advice from academic staff whenever necessary to ensure they avoid plagiarism in all its forms.

The Learning Centre website is the central University online resource for staff and student information on plagiarism and academic honesty. It can be located at:

[www.lc.unsw.edu.au/plagiarism](http://www.lc.unsw.edu.au/plagiarism)

The Learning Centre also provides substantial educational written materials, workshops, and tutorials to aid students, for example, in:

- correct referencing practices;
- paraphrasing, summarising, essay writing, and time management;
- appropriate use of, and attribution for, a range of materials including text, images, formulae and concepts.

Individual assistance is available on request from The Learning Centre.

Students are also reminded that careful time management is an important part of study and one of the identified causes of plagiarism is poor time management. Students should allow sufficient time for research, drafting, and the proper referencing of sources in preparing all assessment items.
7. STUDENT RESOURCES

7.1 Course Resources

- Prescribed Text book:

- Additional readings:

- Assignment instructions, course announcements and any additional material that becomes important throughout the semester will be posted on WebCT.

- Recommended Internet sites:
  www.myphlip.pearson.cmg.com - URL to access additional information and current issues in marketing in Australia.
  www.library.unsw.edu.au (look at linked databases for relevant information)

- Journals/periodicals:

  **NEWSPAPERS/MAGAZINES**
  - Business Review Weekly (BRW)
  - Australian Financial Review
  - The Australian (Marketing Section)
  - B&T Magazine
  - Marketing Management
  - Advertising News
  - Sydney Morning Herald (Business Section)
  - Advertising Age
  - AdNews

  **ACADEMIC JOURNALS**
  - Journal of Marketing
  - Harvard Business Review
  - Australian Marketing Researcher
  - Journal of Consumer Research
  - Journal of Advertising
  - Journal of Advertising Research
  - Journal of Retailing
  - Journal of Marketing Management
  - Industrial Marketing Management
  - European Journal of Marketing
  - Australian Journal of Management

7.2 Other Resources, Support and Information

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

- Learning and study support;
- Counselling support;
- Library training and support services;
- Disability support services;

In addition, it is important that all students are familiar with University and Faculty policies and procedures in relation to such issues as:
- Examination procedures and advice concerning illness or misadventure;
- Supplementary Examinations;
- Occupational Health and Safety policies and expectations;

For information and links relating to the above services, please see [note School web pages where this information is presented]

8. CONTINUAL COURSE 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 ([http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm](http://www.ltu.unsw.edu.au/ref4-5-1_catei_process.cfm)) is one of the ways in which student evaluative feedback is gathered. Significant changes to courses and programs within the School are communicated to subsequent cohorts of students.

9. COURSE SCHEDULE
Please see below for a table of lecture topics and tutorial activities. You will be expected to keep up to date with this timetable. If changes occur announcements will be made in the lecture. The lecturer will assume that you have read the relevant topic prior to attending the lecture.
<table>
<thead>
<tr>
<th>Week</th>
<th>Date: Week beginning</th>
<th>Lecture Topic</th>
<th>Chapter</th>
<th>Tutorial</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>27 Feb</td>
<td>Marketing Channel Concepts</td>
<td>1</td>
<td>NO TUTORIAL</td>
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</tbody>
</table>
| 2    | 6 Mar               | Channel Participants and Environmental Forces | 2 & 3   | - Discuss Group Project – Form Groups (3-4)  
- Review Case Study Analysis concepts  
- Tutorial Discussion Text – Issues for Discussion Q1 pg69 & Review Questions - Q2, Q5 pg104  
- All students must have prepared for class discussion: |
| 3    | 13 Mar              | Channel Design and Gap Analysis | 6       | - Case Study: Snap on Tools Corporation  
Case 9 p556 in text book All students must prepare answers to case study for class discussion.  
- Project Proposal Due and Project Discussion |
| 4    | 20 Mar              | Channel Design Strategy | 8       | - Case Study The Oliver Corporation  
Case 11 pg 562 in text book. All students must prepare answers to case study for class discussion.  
- Group Progress Report Due  
- Case Study for Assessment will be announced |
| 5    | 27 Mar              | Channel Power and Conflict | 4       | Discussion of a specific articles which will be posted to WebCT with focus questions |
| 6    | 3 Apr               | Logistics and Channel Management | 13      | - Case Study for Assessment Due  
- Case Study Star Chemical Company  
Case 10 pg 560 Text book |
<table>
<thead>
<tr>
<th>Week</th>
<th>Date: Week beginning</th>
<th>Lecture Topic</th>
<th>Chapter</th>
<th>Tutorial</th>
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</table>
| 7    | 10 Apr               | Product, Price, Promotion in Channels | 10-12   | • Prepare answers for tutorial discussions to:  
  - **Product Review Questions**: Q7 pg 328 text book  
  - **Price**: Issues for discussion Q2 pg 353 text book  
  - **Promotion**: Review Questions Q6 pg 390 text book |
|      |                      |               |         | **17/4/06 EASTER PUBLIC HOLIDAY – NO LECTURES** (NO TUTORIAL BUT IN YOUR OWN TIME THIS WEEK WORK ON GROUP PROJECT..) |
| 8    | 24 Apr               | Electronic Marketing Channels | 15      | • Articles will posted on WebCT for tutorial discussion  
  - **Issues for Review Q1 pg 459** |
| 9    | 1 May                | Service Marketing Channels | 17      | • Presentation of Group Projects  
  - Articles will be posted WEB CT for discussion |
| 10   | 8 May                | Retail and Franchises | 18      | • Presentation of Group Projects  
  - Case Study Dunkin Donuts Inc  
  *Case 15 pg 577 text book* |
| 11   | 15 May               | Direct selling and Direct Marketing channel systems | 16      | • Presentation of Group Projects  
  - Case Study Avon Products Inc  
  *Case 25 pg 614 text book* |
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<th>Week</th>
<th>Date: Week beginning</th>
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<th>Chapter</th>
<th>Tutorial</th>
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<tr>
<td>12</td>
<td>22 May</td>
<td>Evaluation of Channel Members</td>
<td>14</td>
<td>Projects Hard copy due</td>
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<td>Case Study Koehring Company</td>
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<td>Case 21 pg 599 text book</td>
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<tr>
<td>13</td>
<td>29 May</td>
<td>International Channel Concepts</td>
<td>18</td>
<td>• Prepare answers for tutorial discussions to:</td>
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<td>Review Questions: Q4 pg 525 text book</td>
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<td>Review Questions: Q7 pg 526 text book</td>
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<td>14</td>
<td>5 June</td>
<td>Exam Revision</td>
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<td>Exam Revision</td>
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<td>Practice Questions and Answers</td>
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<td>Will be posted to WebCT to be discussed in tutorials</td>
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