Distribution Strategy, Retail Channels, and Logistics

MARK 5812

Dr Jack Cadeaux

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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 examine a) distribution activities involved in getting consumer and business goods and services to market, b) the unique characteristics associated with retail marketing of merchandise assortments, and c) the 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. Logistics decisions in marketing concern setting and managing appropriate levels and allocations of stock, levels of delivery service, and levels of associated physical distribution services to achieve marketing and distribution objectives.

Enrolment Requirements:

Continuing MCom Students: MARK5900 or the equivalent
New 2005 MCom Students: concurrent enrolment in MARK5800

Learning Methods

The class consists of informal lectures combined with discussion of assigned text readings and cases. As a group assignment, students will develop and present a formal channel design proposal for an industry or organisation of their choice. In a number of places, text and lecture presentations will consider formal models for depicting processes of distribution channel management. All students should expect to gain some practice in applying such models, when appropriate, in assigned cases. Students must also expect to prepare formal written assignments in a clear and logical manner.
Staff and contacts

Course Coordinator

Course Coordinator: Dr Jack Cadeaux
Email address: j.cadeaux@unsw.edu.au
Telephone: 9385-1436
Location: John Goodsell Rm. 303

Other Teaching staff

Dr Mohammed Razzaque

Workload

It is expected that you will normally spend 10 to 12 hours a week studying this course. In periods where you need to complete assignments or prepare for examinations the time required may be greater. If you lack background knowledge for the course – whether in quantitative techniques, academic writing skills or other areas – you may also need to devote additional time.

Please note that Faculty reviews consistently show that two factors have a detrimental effect on students’ academic performance:

- Undertaking an excessive workload of study and paid employment
- Poor time management, especially insufficient time devoted to study outside of classes

You should take the required workload into account when planning how to balance study with paid employment and other activities.
Resources

The core resources

The prescribed materials for this course are:


- MARK5812 Study Kit

The WebCT site for this course may include such resources as lecture notes, timetables, and announcements.
## Assessment

### Summary of requirements

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<thead>
<tr>
<th>Group Assignment: Case Analysis</th>
<th>Value: 20%</th>
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<tr>
<td>Due date: Due in class on date that case selected is scheduled for discussion. See timetable and assignment sheet for details. (Max 2000 word written analysis)</td>
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<tr>
<th>Group Assignment: Channel Design Proposal</th>
<th>Value: 30%</th>
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<tr>
<td>Due date: Written Proposal (max 2500 words) due in class on Week 12. Presentations to be scheduled to be done in class on Weeks 12 and 13.</td>
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<tr>
<th>Final Examination: Three Hours</th>
<th>Value: 50%</th>
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<tr>
<td>(Essay Format. Study questions available in Week 13)</td>
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*The complete course outline for MARK 5812 including weekly topic and assigned reading outline for lectures, case analysis, and channel design proposal guidelines is only available in class from the lecturer for those enrolling in the subject.*