



THE UNIVERSITY OF
NEW SOUTH WALES

SCHOOL OF MARKETING

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:

Previously completed, exempted from, or concurrently enrolled in MARK5800 or MARK5801

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: Dr Jack Cadeaux

Email address: j.cadeaux@unsw.edu.au

Telephone: 9385-1436

Location: John Goodsell Rm. 303

Other Teaching staff:

Dr Mohammed Razzaque, Guest Lecturer

Simon Kwok, PhD Cand., Tutor

Resources

The core resources

The prescribed materials for this course are:

- Anne Coughlan, Erin Anderson, Louis Stern, and Adel El-Ansary, *Marketing Channels*, Seventh Edition, Pearson, 2006
- MARK5812 Study Kit (Table of Contents attached to this subject outline)

Other useful resources

Reference Books

- Bert Rosenbloom, *Marketing Channels: A Management View*, (7th edition), 2004, Thomson-Southwestern (on reserve)
- *Distribution and Services Management* (ISBN 7777774395), A custom publication from McGraw-Hill containing four chapters from the UK text: Peter McGoldrick, *Retail Marketing*, Second Edition, 2002. (copies on reserve)

Journals

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

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

Lecture and Tutorial Times:

On days when tutorials are scheduled, students attending the 4.30 pm tutorial will be allowed at least a five-ten minute break before the 6.00pm lecture commences.

Lectures will generally be held from 6.00-7.30 on days when a tutorial is scheduled from 7.30-9.00. We will try to finish about five-ten minutes early in order to allow students not attending the evening tutorial to leave the classroom and to allow those remaining to have a short break. Please leave the classroom in an efficient and peaceful manner so that the evening tutorial can begin on time.

On days when a lecture only is scheduled, class will begin at 6.00 pm in a combined session and will generally run without a break for up to about two hours.

Tutorial Session Outline:

A detailed outline of tutorial cases and topics for discussion will be circulated in the lecture in Week 1 and/or Week 2 and posted on WebCT.

Assessment

Summary of requirements

Participation in tutorial discussion of conceptual readings and cases.	Value: 10%
Individual Written Assignment: Industry Assessment of Assortment Discrepancy (max 1000 words, due in class Week 5)	Value: 10%
Group* Assignment: Channel Design Proposal 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.	Value: 30%
Final Examination: Three Hours (Essay Format. Study questions available in Week 13)	Value: 50%

*Maximum group size=4, minimum group size=2. Formal Presentation and Written Proposal can be done individually. If done individually, this assignment value=35%, and final examination value reduced to 45%. Individual option must be selected by week 4.

Final Examination

The final exam will be a 3-hour written paper. All exams are 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 *Master of Information Systems 2003 Student Information Guide* or the UNSW examination website at:

http://www.studentadmin.unsw.edu.au/academiclife/assessment/examinations/examination_rules.shtml

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.

