

THE UNIVERSITY OF
NEW SOUTH WALES



Australian School of Business
School of Marketing

MARK5812
Distribution Strategy, Retail Channels, and Logistics

Dr Jack Cadeaux
Session 1, 2008

This web version outline is not the complete outline as distributed to students enrolled in the course. The complete outline containing the lecture and tutorial timetables and the channel design proposal guidelines is only available to students enrolled in the course or to prospective students who contact the coordinator directly.

The Learning Methods contained within this outline are copyright © 2008 Jack Cadeaux.

About the Course

Course Philosophy and Objectives (Aims)

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 focus on the distribution activities involved in getting consumer and business goods and services to market as well as consider a) some unique characteristics associated with the retail marketing of merchandise assortments and b) selected 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.

Units of Credit

MARK5812 is a 6 UOC course

Enrolment Requirements and Relation to Other Courses:

The student must have previously completed, been exempted from, or be concurrently enrolled in MARK5800 or MARK5801. This course builds on knowledge of basic marketing concepts and complements this knowledge by developing a deeper understanding of strategic managerial and marketing aspects of distribution, retail channels and logistics.

Learning Methods: Approach to Learning and Teaching, Teaching Strategies, and Student Learning Outcomes

The class consists of informal lectures combined with tutorial discussions of assigned text readings and cases. The purpose of lectures is to present a critical discussion and assessment of assigned text readings supplemented by a presentation of additional conceptual material. While the emphasis in lectures is the presentation of theory, the emphasis of tutorials is the *application* of this theory in the discussion of business cases. Lectures and tutorials are *not* a substitute for reading the assigned text chapters and cases. The teaching strategy is to present a critical overview of conceptual, empirical and case material with an emphasis on theories and findings that are based on research evidence and coherent argument rather than the opinions and views of practitioners, be they successful or not. In pairs, students will develop and submit a formal channel design proposal for an industry or organisation of their choice. The purpose of this assignment (as should be evident from the detailed assignment content and structure described later in this outline) is to allow the student to extend and reinforce their understanding of a wide range of conceptual material *within* a particular business or industry setting (to complement the *cross*-business and industry approach generally taken in the text and in most of lectures and tutorials). By doing so, this assignment component adds a second dimension to the learning process, that of focused application of concepts and analytic methods. In a number of places, text and lecture presentations will consider formal models for depicting strategies and processes for distribution channel management. All students should expect to gain some practice in applying such models, when appropriate, in tutorial discussions and the channel design proposal assignment. Students must also expect to prepare formal written assignments in a clear and logical manner. Thus, this course aims not only to develop the student's critical understanding of a range of substantive strategic marketing phenomena, but also to encourage the student to present their analyses in a logical and convincing manner and to clearly show how their conclusions are based on evidence acquired through research (particularly, secondary research).

Staff and contacts

Course Coordinator, Lecturer, and Tutor: Dr Jack Cadeaux

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

Telephone: 9385-1436

Location: Quad Building Rm. 3024

Consultation Hours: Tuesday 2pm-4pm

Dr. Jack Cadeaux has a PhD in Marketing from the University of California, Berkeley. He has taught marketing at such institutions as the University of the Pacific, the University of Alabama, and the University of New South Wales. His research lies in distribution channels, retailing, macromarketing, strategic marketing of product and service innovations, and marketing strategy. He has authored articles published in the *European Journal of Marketing*, *Journal of Macromarketing*, *Journal of Business Research*, *Journal of Business and Industrial Marketing*, *Journal of Nonprofit and Public Sector Marketing*, *Journal of Marketing Channels*, *International Journal of Retail and Distribution Management*, *the International Review of Retail, Distribution, and Consumer Research*, *Industrial Marketing Management*, and the *Journal of Strategic Marketing*. He has presented papers at academic conferences such as the AMA, ANZMAC, EIRASS, EAERCD, AIB, and Macromarketing in the United States, Canada, Australia, New Zealand, the Netherlands, and Belgium. He is on the Editorial Board of the *Australasian Marketing Journal* and on both the Editorial Policy Board and the Editorial Board of the *Journal of Macromarketing*. He was Editor for the 1999 ANZMAC Conference and Co-Chair and Editor for the 2002 Macromarketing Conference.

Tutor: Dr Vinh La

Email address: vinh.la@unsw.edu.au

Location: Quad Building Rm. 3051

Consultation hours: TBA

Dr. Vinh La holds a PhD in Marketing from the University of New South Wales, Australia. Her research and teaching interests consist of services marketing, B2B services, marketing strategy, marketing channels, and the internationalization of service firms. She has published articles in the *Journal of Services Marketing*, *Journal of International Marketing*, and the *Journal of International Business Studies*. Her work has also been presented in the annual Australian and New Zealand Marketing Academy Conference and Service Frontier Conference.

She is now working as a Research Consultant at Taverner Research. Prior to joining Taverner, she was employed by the Australian Trade Commission (Austrade) where she worked on research projects across a variety of industry sectors including professional services, mining and technology services.

Tutor: Dr Simon Kwok

Email address:

Location:

Dr. Simon Kwok holds a PhD in Marketing from the University of New South Wales, Australia. He has research and teaching interests in the areas of marketing FMCGs, customer loyalty, retailing, Chinese consumers, country of origin effects and the marketing of higher education. He has taught at both the undergraduate and postgraduate levels at UNSW and other institutions. He has published articles in the *Journal of Product and Brand Management* and the *Asia Pacific Journal of Marketing and Logistics*. His work has also been presented at various marketing conferences in Australia, Asia and Europe.

He is currently the Assistant Director at ACIC, an education consultant for international students. Previously, Simon has also worked as a Senior Consultant for TNS, covering market research projects for clients in a wide range of industries.

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

Assessment

Summary of requirements

<i>Participation in tutorial discussion</i> of conceptual readings and cases (as recorded by participation tokens in account).	Value: 10%
Cooperative* or Individual Assignment: <i>Channel design proposal</i> (comprehensive requirements contained in complete outline) This assignment is a written proposal (max 2500 words) due in class on Week 8.	Value: 40%
<i>Research participation</i> or article critique (details contained in complete outline)	Value: 5%
<i>Final examination: Three Hours</i> (Essay Format. Study questions available in Week 11 and discussed in Week 12)	Value: 45%

*Maximum size of cooperative team=2, *no exceptions*. Channel Design Proposal can be done individually. The assignment defaults to an *individual* assignment if no voluntary team partner is available for any reason including but not limited to reasons such as odd class size, scheduling difficulties, or inability to form a compatible match. Team members' names must be given to lecturer or Individual Option must be selected by week 4.

Final Examination

The final exam will be a 3-hour closed book written paper applying conceptual material to the assigned major cases. All exams are scheduled and 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 UNSW examination website at:

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

Student Rights and Responsibilities

UNSW Policy and Process for Special Consideration

(see <https://my.unsw.edu.au/student/atoz/SpecialConsideration.html>)

- Applications for special consideration (including supplementary examinations) must go through UNSW Central administration (within 3 working days of the assessment to which it refers) – applications will **not** be accepted by teaching staff;
- Applying for special consideration does not automatically mean that you will be granted additional assessment or that you will be awarded an amended result;
- If you are making an application for special consideration (through UNSW Central Administration) please notify your Lecturer in Charge;
- Please note that a register of applications for Special Consideration is maintained. History of previous applications for Special Consideration is taken into account when considering each case.

ASB Policy and Process for Special Consideration and Supplementary Exams

Consult the School of Marketing website for the current policy regarding granting special consideration and supplementary exams.

Plagiarism

Plagiarism is considered academic misconduct and, as such, will be severely penalised. Plagiarism involves using the work of another person and presenting it as one's own. Acts of plagiarism include copying parts of a document without acknowledging and providing the source for each quotation or piece of borrowed material. These rules against plagiarism apply whatever the source of the work relied upon may be, whether printed, stored on a compact disc or other medium, found on the World Wide Web or Internet.

Similarly, using or extracting another person's concepts, experimental results or conclusions, summarising another person's work or, where, there is collaborative preparatory work, submitting substantially the same final version of any material as another student constitutes plagiarism.

It is your responsibility to make sure you acknowledge within your writing where you have "sourced" the information, ideas and facts etc.

The basic principles are that you should not attempt to pass off the work of another person as your own, and it should be possible for a reader to check the information and ideas that you have used by going to the *original source material*. Acknowledgment should be sufficiently accurate to enable the source to be located speedily. If you are unsure whether, or how, to make acknowledgment consult your lecturer.

To repeat, 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:

<http://www.lc.unsw.edu.au/plagiarism/index.html>

Specifically:

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

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.

* Based on that proposed to the University of Newcastle by the St James Ethics Centre. Used with kind permission from the University of Newcastle

† Adapted with kind permission from the University of Melbourne.

Student Responsibilities and Conduct

All students are expected to adhere to university policies in relation to class attendance and general conduct and behaviour. In addition, students are expected to understand their obligations in relation to workload and keeping informed. Information and policies on these topics can be found at: www.my.unsw.edu.au .

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. 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.”

Attendance and participation

Students are expected to be regular and punctual in attendance at all classes in the courses in which they are enrolled. Attendance at 80% of tutorial sessions is required for final assessment. Active participation in tutorials is a component of assessment and is measured by participation tokens in the student’s account.

Academic honesty

Students and staff are governed by the normal laws which regulate our daily lives. But in addition the University has its own code of rules and conduct. This is because good conduct and academic honesty are fundamental to the mission of the University as an

institution devoted to the pursuit of excellence in scholarship and research, and to the service of society. These principles apply not only to students but to the whole University community, including staff engaged in research. They have been developed over many years and are widely supported by staff and students. Staff and students are committed to good conduct and academic honesty and are keen to see that these values and principles are upheld.

The University Council has defined student misconduct as follows (29th August 1994): Student misconduct includes student academic misconduct and also encompasses conduct which impairs the reasonable freedom of other persons to pursue their studies or research or to participate in the life of the University.

It is the responsibility of all students to familiarise themselves with the rules that govern student and academic misconduct. For more information, please see:
http://www.student.unsw.edu.au/academiclife/assessment/academic_misconduct.shtml

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.*** More information on student conduct is available at: www.my.unsw.edu.au

Keeping Informed

You should take note of all announcements made in lectures, tutorials or on the course web site. From time to time, the University will send important announcements to your university e-mail address without providing you with a paper copy. You will be deemed to have received this information. It is also your responsibility to keep the University informed of all changes to your contact details.

Learning and Study Support:

- **ASB Education Development Unit**

The Education Development Unit (EDU) provides learning support and assistance to all students in the ASB, to enable them to enhance the quality of their learning. The EDU services are free, and tailored to meet the academic needs of students in the Australian School of Business.

The role of the EDU is to provide

- A range of support initiatives for students from the Australian School of Business in relation to their transition to university;
- Learning skills development, resources and activities for Business students
- Academic writing and skills workshops throughout the session;
- Printed and online study skills resources, such as referencing guides, report writing and exam preparation;
- A drop-in EDU Office containing books and resources that can be borrowed;
- A limited consultation service for students with individual or small group learning needs.

- The EDU website www.business.unsw.edu.au/edu contains information, online resources and useful links as well as providing information and dates for workshops. More information about the EDU services including resources, workshop details and registration, and consultation request forms are available from the EDU Office.
- **EDU Contact Details**
 - Location Room GO7 Ground Floor,
West Wing, Australian School of Business Building
 - Telephone: 02 9385 5584
 - Email: Edu@unsw.edu.au
 - Website www.business.unsw.edu.au/edu

UNSW Learning Centre (<http://www.lc.unsw.edu.au>)

In addition to the EDU services, the UNSW Learning Centre provides academic skills support services for all UNSW students. The Learning Centre is located on Level 2 of the Library and can be contacted by phone: 9385 3890 or through their website.

Technical support:

For any technical support issues (difficulty logging in to websites, problems downloading documents, etc) you can contact the UNSW IT Service Desk at: (02) 9385 1333 ; Email: servicedesk@unsw.edu.au

Counselling support - <http://www.counselling.unsw.edu.au>

Students experiencing problems of a personal or academic nature are encouraged to contact the Counselling Service at UNSW. This consultation service is free and confidential and run by professional counsellors. The Counselling Service also conducts workshops on topics such as 'Coping With Stress' and 'Procrastination'. The Counselling Service is located on Level 2, Quadrangle East Wing, and can be contacted on 9385 5418.

Library training and support services - <http://info.library.unsw.edu.au>

Disability Support Services – Those students who have a disability that requires some adjustment in their teaching or learning environment are encouraged to discuss their study needs with the Course Coordinator or the Equity Officer (<http://www.studentequity.unsw.edu.au/disabil.html>). Early notification is essential to enable any necessary adjustments to be made.

In addition, it is important that all students are familiar with University policies and procedures in relation to such issues as:

- **Examination procedures** and advice concerning illness or misadventure
<https://my.unsw.edu.au/student/academiclife/assessment/examinations/examinationrules.html>
- **Occupational Health and Safety** policies and student responsibilities;
<https://my.unsw.edu.au/student/atoz/OccupationalHealth.html>