

University of North Texas at Dallas
Spring 2013
SYLLABUS

MKTG 4520 MARKETING CHANNELS 3 HRS			
Department of	MGMT/Management	Division of	Urban and Professional Studies
Instructor Name:	Subhro Mitra		
Office Location:	Building 2, Room 237		
Office Phone:	972 338 1808		
Email Address:	Subhro.mitra@unt.edu		
Office Hours:	Tuesday 11 AM - 4.00 PM Wednesday 11 AM - 4.00 PM And by appointment		
Virtual Office Hours:			
Classroom Location:	DAL2 213		
Class Meeting Days & Times:	07:00 pm-09:50 pm Tuesday		
Course Catalog Description:	Marketing Channels represents a major part of one of the four key components of the marketing mix (i.e., Place/ Distribution) used by organizations to satisfy customer needs and optimize performance. Channel strategy and deployment is a key performance differentiator in the increasingly competitive marketplace. Therefore, a solid working knowledge of marketing channel development, structure, and operation is requisite for an overall understanding of how marketing strategy is employed in the global economy.		
Prerequisites:			
Co-requisites:			
Required Text:	Marketing Channels, Bert Rosenbloom, 8th Edition, South-Western College Pub; 8 edition (November 9, 2011)		
Recommended Text and References:	Additional readings may be assigned to various topics throughout the semester.		
Access to Learning Resources:	UNT Dallas Library: phone: (972) 780-3625; web: http://www.unt.edu/unt-dallas/library.htm UNT Dallas Bookstore: phone: (972) 780-3652; e-mail: 1012mgr@fhcg.follett.com		
Course Goals or Overview:			
	The specific objectives of the course are: <ul style="list-style-type: none"> • Develop and improve students' understanding of marketing channels as a strategic element of the marketing mix, working together with the other strategic elements of product, promotion, and price. • Understand the link between marketing channels and logistics management. • Understand the contribution of marketing channels to the strength and success of the global supply chain. • Develop a framework for understanding and managing the channel network. • Provide insights into how to build relationships among channel members to increase downstream customer satisfaction and optimize channel efficiency. 		

- Develop and improve students' verbal and written communications skills through classroom discussion, and case assignments.

Course Outline

This schedule is subject to change by the instructor. Any changes to this schedule will be communicated by announcement in the blackboard.

Module	Topic	Reading	Time/Date
Marketing Channel System	Course Introduction and Marketing Channel Concepts	C1	15-Jan
	The Channel Participants &	C2	22-Jan
	Marketing Channel Environment	C3	29-Jan
	Channel Behaviour Process	C4	5-Feb
Developing Marketing Channel	Strategy in Marketing Channels	C5	12-Feb
	Designing Marketing Channels	C6	19-Feb
	Selecting Channel Members	C7	26-Feb
	EXAM 1		5-Mar
	SPRING BREAK		12-Mar
Managing Marketing Channel	Motivating the Channel Members	C9	19-Mar
	Product Issues in Channel	C10	26-Mar
	Pricing issues in Channel Management	C11	2-Apr
	Promotion Issues in Channel	C12	9-Apr
Additional Perspectives	Logistics in Channel Management	C13	16-Apr
	Electronic Marketing Channel	C15	23-Apr
	Franchise Marketing Channel	C16	30-Apr
	EXAM 2		7-May

Course Evaluation Methods

This course will utilize the following instruments to determine student grades and proficiency of the learning outcomes for the course.

Exams – written tests designed to measure knowledge of presented course material

Class Participation – participation in case studies, participation in related student organization, discussion on related field trip and industry experience

Grading Matrix:

Instrument	Value (points or percentages)
Exam 1	47.5 %
Exam 2	47.5 %
Class Participation/ Discussion	5 %
Total:	100%

Grade Determination:

A = 400 – 360 pts; i.e. 90% or better

B = 320 – 359 pts; i.e. 80 – 89 %

C = 280 – 319 pts; i.e. 70 – 79 %

D = 240 – 279 pts; i.e. 60 – 69 %

F = 239 pts or below; i.e. less than 60%

University Policies and Procedures

Students with Disabilities (ADA Compliance):

The University of North Texas Dallas is on record as being committed to both the spirit and letter of federal equal opportunity legislation; reference Public Law 92-112 – The Rehabilitation Act of 1973 as amended. With the passage of new federal legislation entitled Americans with Disabilities Act (ADA), pursuant to section 504 of the Rehabilitation Act, there is renewed focus on providing this population with the same opportunities enjoyed by all citizens.

As a faculty member, I am required by law to provide "reasonable accommodations" to students with disabilities, so as not to discriminate on the basis of that disability. Student responsibility primarily rests with informing faculty of their need for accommodation and in providing authorized documentation through designated administrative channels. For more information, you may visit the Student Life Office, Suite 200, Building 2 or call 972-780-3632.

The Department of BLANK is committed to full academic access for all qualified students, including those with disabilities. In keeping with this commitment and in order to facilitate equality of educational access, faculty members in the department will make reasonable accommodations for qualified students with a disability, such as appropriate adjustments to the classroom environment and the teaching, testing, or learning methodologies when doing so does not fundamentally alter the course.

If you have a disability, it is your responsibility to obtain verifying information from the Office of Student Life and to inform me of your need for an accommodation. Grades assigned before an accommodation is provided will not be changed. Information about how to obtain academic accommodations can be found in UNTD Policy 7.004, Disability Accommodations for Students, and by visiting Student Life, building 2, Suite 200. 972-780-3632, studentlife@unt.edu.

Student Evaluation of Teaching Effectiveness Policy:

The Student Evaluation of Teaching Effectiveness (SETE) is a requirement for all organized classes at UNT. This short survey will be made available to you at the end of the semester, providing you a chance to comment on how this class is taught. I am very interested in the feedback I get from students, as I work to continually improve my teaching. I consider the SETE to be an important part of your participation in this class.

Exam Policy:

Exams should be taken as scheduled. No makeup examinations will be allowed except for documented emergencies (See Student Handbook).

Academic Integrity:

Academic integrity is a hallmark of higher education. You are expected to abide by the University's code of Academic Integrity policy. Any person suspected of academic dishonesty (i.e., cheating or plagiarism) will be handled in accordance with the University's policies and procedures. Refer to the Student Code of Academic Integrity at <http://www.unt.edu/unt-dallas/policies/Chapter%2007%20Student%20Affairs,%20Education,%20and%20Funding/7.002%20Code%20of%20Academic%20Integrity.pdf> for complete provisions of this code.

In addition, all academic work submitted for this class, including exams, papers, and written assignments should include the following statement:

On my honor, I have not given, nor received, nor witnessed any unauthorized assistance that violates the UNTD Academic Integrity Policy.

Bad Weather Policy:

On those days that present severe weather and driving conditions, a decision may be made to close the campus. In case of inclement weather, call UNT Dallas Campuses main voicemail number (972) 780-3600 or search postings on the campus website www.unt.edu/dallas. Students are encouraged to update their Eagle Alert contact information, so they will receive this information automatically.

Attendance and Participation Policy:

The University attendance policy is in effect for this course. Class attendance and participation is expected because the class is designed as a shared learning experience and because essential information not in the textbook will be discussed in class. The dynamic and intensive nature of this course makes it impossible for students to make-up or to receive credit for missed classes. Attendance and participation in all class meetings is essential to the integration of course material and your ability to demonstrate proficiency. Students are responsible to notify the instructor if they are missing class and for what reason. Students are also responsible to make up any work covered in class. It is recommended that each student coordinate with a student colleague to obtain a copy of the class notes, if they are absent.

Diversity/Tolerance Policy:

Students are encouraged to contribute their perspectives and insights to class discussions. However, offensive & inappropriate language (swearing) and remarks offensive to others of particular nationalities, ethnic groups, sexual preferences, religious groups, genders, or other ascribed statuses will not be tolerated. Disruptions which violate the Code of Student Conduct will be referred to the Office of Student Life as the instructor deems appropriate.

Optional Policies:

- *Use of WebCT/Blackboard*
- *Use of Cell Phones & other Electronic Gadgets in the Classroom*
- *Food & Drink in the Classroom*
- *Use of Laptops*
- *Grade of Incomplete, "I"*