

School of Marketing

University of New South Wales

MARK 3081 Distribution and Service Management

Course Overview: Semester 1, 2003

Lecturer: Dr Jack Cadeaux e-mail: j.cadeaux@unsw.edu.au
Room: JG 321 Phone 9385-1436
Consultation hours: Tue. 2pm-4pm

Tutors: Vinh La e-mail: vinh.la@unsw.edu.au
Room: JG 318 Phone 9385-1284
Consultation hours: Tue. 4pm-5pm and Wed. 2pm-3pm

Marion Burford e-mail: m.burford@unsw.edu.au
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Consultation hours: Mon. 9am-11am and Tue. 2pm-4pm

Course Philosophy and Objectives:

This revised course presents an integrated approach to distribution channels and retail management. It addresses a range of marketing management problems associated with *distribution*, the creation of product and service availability through marketing channels and with *retail marketing*, the management and marketing of assortments of merchandise for direct sale to the consumer. The overall goals are for students to understand a) some key distribution activities involved in getting goods and services to market as well as b) the unique characteristics associated with retail marketing of merchandise assortments. 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. To be effective, both distribution management and retail marketing require an understanding of the interface, interaction, and potentially intimate involvement of customers, suppliers, retailers and other distributors as members of marketing channels.

Learning Methods

The course consists of lectures and tutorials. The lectures will focus on explaining underlying concepts, discussing the interrelations between concepts, and illustrating and applying concepts to management problems and situations. The tutorial program will extend and develop concepts and applications introduced in lecture and offer students the opportunity to discuss questions raised as well as apply concepts and models to cases and formal exercises. Tutorials will work with students in preparing for examinations and in developing and presenting the major group assignment. The course involves practising a variety of special skills including written and oral communication, logical reasoning, information gathering, information interpretation, and qualitative and quantitative analysis.

Prerequisites:

MARK 2053 (Marketing Communication and Promotion Management) and MARK 2054 (Market Analysis)

Texts and Readings

Core Materials:

- Anne Coughlan, Erin Anderson, Louis Stern, and Adel El-Ansary, *Marketing Channels*, Sixth Edition, Prentice Hall, 2001
- *Distribution and Service Management* (ISBN 777777-439-5), A custom publication for this course from McGraw-Hill containing four chapters from Peter McGoldrick, *Retail Marketing*, Second Edition, 2002.
- A study kit for this course containing a selection of cases and an additional reading

Supplementary and Suggested Readings and Sources:

Another useful marketing channels text, available on reserve, is

- Bert Rosenbloom, *Marketing Channels: A Management View*, (Dryden US), Harcourt Brace, Sydney, 1999.

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

Assessment

Mid Session Examination (short essay answer format; coverage of concepts and theory from <i>Marketing Channels</i> , Ch. 1, 2, 3, 4, 5, 6, 8, 9, and 13)	Value: 15%
Formal Group Presentations of Channel Design Proposal (In tutorial weeks 10, 11, and 12)	Value: 25%
Tutorial Participation*	Value: 10%
Final Examination (essay format; comprehensive coverage of all assigned text readings including application of concepts to assigned tutorial cases)	Value: 50%

***Note:** Participation in tutorials includes but is not limited to preparation of cases and constructive contribution to discussion. Tutors may require individual students or selected groups of students to formally lead discussions as part of this component. Students are expected to attend lecture and their nominated tutorial every week. To successfully complete this subject, there is a requirement that you attend 80% of tutorials. As noted in the *UNSW Undergraduate Handbook*, 2003, p. 14: "If students attend less than eighty percent of their possible classes they may be refused final assessment."

The complete course outline for MARK 3081 including weekly topic and assigned reading outline for lectures and tutorials and channel design proposal guidelines is available in class from the lecturer for those enrolling in the subject.