

## Subject Description Form

<b>Subject Code</b>	MM3782
<b>Subject Title</b>	Marketing Channel Management
<b>Credit Value</b>	3
<b>Level</b>	3
<b>Normal Duration</b>	1-semester
<b>Pre-requisite/ Co-requisite/ Exclusion</b>	<b>Pre-requisite:</b> Introduction to Marketing (MM2B05) or Introduction to Marketing (MM2711) or equivalent <b>Exclusion:</b> Distribution Management (MM3781)
<b>Role and Purposes</b>	Distribution Management is designed for students who have already grasped the basic knowledge in Marketing. The subject aims at providing students with solid and proficient skill in managing one of the 4Ps in the marketing mix, namely "Place". It is observed that business graduates in Hong Kong have always been relatively weak in this "P" as compared with the other three. Thus, we strive to equip students with a thorough understanding of and an ability to apply this "P" for their future career.
<b>Subject Learning Outcomes</b>	Upon completion of the subject, students will be able to: <ul style="list-style-type: none"> <li>a. analyze and evaluate the managing distribution in the context of managing channels of distribution as well as physical distribution, and then to acquire a solid foundation on both dimensions (<b>BBA Outcomes 2, 4, 8 &amp; 10</b>);</li> <li>b. apply the channel management concepts in real commercial settings and learn how products to be physically distributed in effective ways in terms of the total cost borne by all related parties based on logistics and channel management cases drawn from local and international perspectives (<b>BBA Outcomes 2, 4, 8 &amp; 10</b>);</li> <li>c. enhance students' critical and creative thinking (<b>BBA Outcome 3</b>).</li> </ul>
<b>Subject Synopsis/ Indicative Syllabus</b>	Channel concept / Selecting, motivating and evaluating channel members / Working with channel members on issues related to product, price and promotion / Channel conflict and power / Order management and customer services in logistics / Packaging and unitization / Inventory management and warehousing / Transportation and traffic management
<b>Teaching/ Learning Methodology</b>	This subject consists of lecture, discussion, and case presentation. Active participation is expected, with assignments designed to encourage the application of theories and concepts in resolving various challenges that may be found in the distribution process. Lectures provide students conceptual frameworks that are necessary for the analysis of channel issues and the appreciation of industrial practices.

Assessment Methods in Alignment with Intended Learning Outcomes	Specific assessment methods/tasks	% weighting	Intended Subject Learning Outcomes to be assessed (Please tick as appropriate)		
			a	b	c
	<b>Continuous Assessment</b>	<b>50%</b>			
1. Individual Paper	15%	✓	✓	✓	
2. Group Presentation	15%	✓	✓	✓	
3. Group Project	15%	✓	✓	✓	
4. Individual Participation	5%	✓	✓	✓	
<b>Examination</b>	<b>50%</b>	✓	✓	✓	
<b>Total</b>	<b>100 %</b>				
<p><i>*Weighting of assessment methods/tasks in continuous assessment may be different, subject to each subject lecturer.</i></p> <p>To pass this subject, students are required to obtain Grade D or above in <b>BOTH</b> the Continuous Assessment and Examination components.</p> <p><b>Explanation of the appropriateness of the assessment methods in assessing the intended learning outcomes:</b></p> <p>The above assessment methods are designed to ensure that all students:</p> <ul style="list-style-type: none"> <li>▪ Read the recommended materials</li> <li>▪ Discuss the channel issues brought up in the lectures and tutorials</li> <li>▪ Appreciate the different approaches that may be adopted in solving channel problems</li> <li>▪ Participate in presenting the group's views on various channel issues</li> </ul>					
<b>Student Study Effort Expected</b>	Class contact:				
	▪ Lectures		26Hrs.		
	▪ Tutorials		13Hrs.		
	Other student study effort:				
	▪ Reading & discussion		42Hrs.		
	▪ Assignments & examination		28Hrs.		
	Total student study effort		109Hrs.		
<b>Reading List and References</b>	<p><b>Recommended Text</b> Rosenbloom, B. (2012). <i>Marketing Channels: A Management View, International Edition (8th ed)</i>, Cengage Learning.</p> <p><b>Other Suggested Texts</b> Berman, B. (1996). <i>Marketing Channels</i>. New York: John Wiley &amp; Sons. Coughlan, A. T., E. Anderson, L. W. Stern, and A. I. El-Ansary (2006). <i>Marketing Channels</i>, 7th edition. Upper Saddle River: Pearson Prentice Hall. Pelton, L. E., D. Strutton D. and J. R. Lumpkin (2002). <i>Marketing Channels: A relationship management approach</i>, 2nd edition. Singapore: McGraw Hill</p>				

***Channel Case***

Lee, D. (2003). ***Henleys' Distribution Channels for Domestic Appliances in China's Transitioning Economy***. Centre for Asian Business Cases, School of Business, The University of Hong Kong.

***Selected Journal Articles on Channel Issues***

Antia, Kersi D. Mark Bergen, and Shantanu Dutta (2004), "***Competing with Gray Markets***," Sloan Management Review 46 (1), 63-69.

Cespedes, Frank V., E. Raymond Corey, and V. Kasturi Rangan (1988), "***Gray Markets: Causes and Cues***," Harvard Business Review 66 (4), 75-82. Myers,

Matthew B. and David A. Griffith (1999), "***Strategies for Combating Gray Market Activity***," Business Horizons 42 (6), 2-8.

Hoch, Stephen J. (1996), "***How should National Brands Think about Private Labels?***" Sloan Management Review 37 (2), 89-102.

Hoch, Stephen J. and Shumeet Banerji (1993), "***When do Private Labels Succeed?***" Sloan Management Review 34 (4), 57-67.

Quelch, John A. and David Harding (1996), "***Brands versus Private Labels: Fighting to Win***," Harvard Business Review 74 (1), 99-109.