

York University
Liberal Arts and Professional Studies
Administrative Studies
Marketing Channels

ABBREVIATED Course Outline, Syllabus and Policy Information

NOTE: A *Detailed Syllabus* with expanded information and additional focus on the group work, the Marketing Plan project details and all assignments and presentations is available on EClass to all enrolled students and will be discussed in detail at the start of the first class. Please ensure a comprehensive understanding of these academic requirements!!

COURSE:

Marketing Channels
ADMS 4230
FALL 2024
Wednesday 4pm "LECT"
Room: RS-105

COURSE INSTRUCTOR / CONTACT:

Chuck Hendriks
charlesh@yorku.ca – Please Address Emails - Subject: "ADMS 4230 - *Your Subject*"

EXPANDED COURSE DESCRIPTION:

The course covers a variety of topics including channel management, selecting channel partners, supply chain logistics, franchising, promotion within the channel, channel audits as well as understanding the issues of power and conflict and how they are resolved in ways that promote strategic relationships that integrate with strategic planning. Integrates theory and practice of Marketing Distribution Channels - the "place" of Marketing. In this course, students analyze marketing problems and develop solutions to real-world situations. Course components include: strategy in marketing channels, multi-channel environments, designing channels, selecting channel members, issues in channel management, etc.

REQUIRED COURSE TEXT / READINGS:

Text: Marketing Channels, Bert Rosenbloom

WEIGHTING OF COURSE:

GRADE BREAKDOWN (Subject to Change):

Note: timing of lectures, cases and exams ARE subject to change. Exact dates will be announced IN CLASS!

Exam I	30%
Group - Channel Case Analysis (Written and/or Presentation)	10%
Group – Marketing Channel Plan (/ Presentation)	30 - 40% (see detailed syllabus)
Exam II	20%
Class Participation	0 - 10% (see detailed syllabus)

ADDITIONAL NEEDS:

You must be registered to attend this class. If you are not officially registered in this course you must do so BEFORE the "Add Without Permission" date, as you will not be allowed to register after that date - due to the group work required.

Exam dates are to be finalized but the expected dates are as per the course outline. There is no provision in this course for a make-up exam. Note that the dates may change. Changes will be announced in class. The

content will include Lectures, Cases, Classroom topics and ALL chapters of the text (whether covered in the class or not). The *focus* will be on (live and/or remotely led) classroom-led topics and text material.

Please note that this class is scheduled as a Live Lecture Course. Classes will be live and on-campus. Due to circumstances beyond control, sickness, etc., and at the direction of the University, Faculty and/or School, this course may need to depend (intermittently) on remote teaching and learning including the use of several platforms such as EClass, Zoom, etc. through which students will interact with the course materials, the Course Director, as well as with one another.

ORGANIZATION OF THE COURSE:

COURSE OUTLINE / SCHEDULE:

Week of: OR Lecture #	Topic	Chapters	In Class Case Presentation
1	Course Outline Review, Group Formation Channel Concepts; Channel Participants	Ch 1, 2	
2	Group Formation Complete Environment of Channels; Behaviour Process in Channels	Ch 3, 4	
3	Strategy in Channels; Designing Channels	Ch 5, 6	
4	Selecting Channel Members; Target Markets and Channel Design Strategy Potential Exam 1	Ch 7, 8	Cases
5	Probable Exam 1 = Chapters = 1, 2, 3, 4, 5, 6, 7, 8		Cases
6	Motivating Channel; Product Issues Addn'l Perspective: Electronic Potential Exam 1	Ch 9, 10 Ch 15	Cases
7	Pricing Issues; Promoting through the Channel Addn'l Perspective: Franchises Potential Exam 1	Ch 11, 12 Ch 16	Cases
8	Logistics Addn'l Perspective: Services	Ch 13 Ch 17	Cases
9	Logistics; Evaluating Channel Performance Addn'l Perspective: International Potential Exam 2; Project Due	Ch 13, 14 Ch 18	Cases
10	Evaluating Channel Performance Addn'l Perspective: International Potential / Probable Exam 2 = Comprehensive of all chapters	Ch 14 Ch 18	
11	Potential / Probable Exam 2 = Comprehensive of all chapters		
12	Case Presentations Potential Exam 2		Cases

You are expected to read the chapters on your own and before each class. The agenda above is tentative and subject to change - but is largely expected to follow the scheduled coverage of the text. Exams will include all lecture and text material including Additional Perspective chapters.

For Fall 2024 exams are expected to be administered via EClass "live" and on campus. Your Instructor will advise you if this were to happen.

- NOTE: For Fall 2024 it is anticipated that:
 - o all material submissions will be via email.
 - o all (group) presentations will be via Zoom and/or Live and in-person, on campus

ADDITIONAL INFORMATION / NOTES:

Group - Case Analysis and Presentation - You must work in a group to analyze and present (a)case(s) to the class and lead a classroom discussion of the case(s). Submission details (hard copy) and presentation details will be provided in class. You will work with your professor to select the cases for your group to present. Your group may be assigned 1 longer case or 2 shorter cases. You should plan for a 10-15 minute detailed presentation of each case, including your group's analysis and recommendations. The calculation of an individual's grade will depend on peer feedback and the overall project grade.

NOTE: For Fall 2024 it is anticipated that:

- o all material submissions will be via email.
- o all (group) presentations will be via Zoom and/or live, in person, on campus.

Group - Marketing Channel Plan:

You will produce a Marketing Plan with a MAJOR FOCUS on the Distribution/Channel Partner Element(s). A detailed guide is available via the Detailed Course Syllabus available on the EClass site. Submission is due - start of class, Week 9. This is a group project; you must work as part of a group. The Marketing Plan will NOT be returned and thus you may want to consider making copies. Your grade on this Marketing Plan as well as all group work including cases and presentations will be impacted by Peer Evaluations. The Channel Marketing Plan may include a Presentation component. See the Detailed Syllabus for further information.

- NOTE: For Fall 2024 it is anticipated that:
 - o all material submissions will be via email.
 - o all (group) presentations will be via Zoom and/or live, in person, on campus.

Group Work and Peer Evaluation for ALL Group Work

For the group work assignments, you are expected to work in a group. Further, you have the responsibility, to ensure that your group is productive. You may NOT work alone. Time may be allowed in some classes for group meetings and work, but you are expected to spend time outside of class with your group.

Peer Evaluations will be used to assign individual grades for the Group Elements of the course. The calculation of an individual's grade will depend on the peer feedback and the overall project grade. See the Detailed Course Syllabus for further information.

Participation:

Participation may be worth 0-10% and awarded based on strong classroom participation, contribution to the lectures and presentations, and attendance. The Detailed Syllabus explains this further.

NOTE: A *Detailed Syllabus* with expanded information and additional focus on the group work, the Marketing Plan project details and all assignments and presentations is available on EClass to all enrolled students and will be discussed in detail at the start of the first class. Please ensure a comprehensive understanding of these academic requirements!!

IMPORTANT COURSE INFORMATION FOR STUDENTS

Turnitin

To promote academic integrity in this course, students may be required to submit their written assignments to Turnitin (via the course EClass) for a review of textual similarity and the detection of possible plagiarism. In so doing, students will allow their material to be included as source documents in the Turnitin.com reference database, where they will be used only for the purpose of detecting plagiarism. The terms that apply to the University's use of the Turnitin service are described on the Turnitin.com website.

On-line Proctoring

This course may require the use of online proctoring for examinations. The instructor may use an online proctoring service to deliver the exam(s), which would be administered through the Learning Management System (EClass). Students are required to have access to minimum technology requirements to complete examinations. If an online proctoring service is used, students will need to become familiar with it at least five days before exam(s). For technology requirements, Frequently Asked Questions (FAQs) and details about the online proctoring service, please visit the Registrar's Office's page on online exam proctoring. Students are required to share any IT accommodation needs with the instructor as soon as they are able.

Academic Honesty and Integrity

York students are required to maintain the highest standards of academic honesty and they are subject to the Senate Policy on Academic Honesty (<http://secretariat-policies.info.yorku.ca/policies/academic-honesty-senate-policy-on/>). The Policy affirms the responsibility of faculty members to foster acceptable standards of academic conduct and of the student to abide by such standards.

There is also an academic integrity website with comprehensive information about academic honesty and how to find resources at York to help improve students' research and writing skills, and cope with University life.

Students are expected to review the materials on the Academic Integrity website at - <http://www.yorku.ca/academicintegrity/>

Access/Disability

York University is committed to principles of respect, inclusion and equality of all persons with disabilities across campus. The University provides services for students with disabilities (including physical, medical, learning and psychiatric disabilities) needing accommodation related to teaching and evaluation methods/materials. These services are made available to students in all Faculties and programs at York University.

Students in need of these services are asked to register with disability services as early as possible to ensure that appropriate academic accommodation can be provided with advance notice. You are encouraged to schedule a time early in the term to meet with each professor to discuss your accommodation needs. Please note that registering with disabilities services and discussing your needs with your professors is necessary to avoid any impediment to receiving the necessary academic accommodations to meet your needs.

Additional information is available at the following websites:

Counselling & Disability Services - <https://counselling.students.yorku.ca/>

Counselling & Disability Services at Glendon - <https://www.glendon.yorku.ca/counselling/>

York Accessibility Hub - <http://accessibilityhub.info.yorku.ca/>

Ethics Review Process

York students are subject to the York University Policy for the Ethics Review Process for Research Involving Human Participants. In particular, students proposing to undertake research involving human participants (e.g., interviewing the director of a company or government agency, having students complete a questionnaire, etc.) are required to submit an Application for Ethical Approval of Research Involving Human Participants at least one month before you plan to begin the research. If you are in doubt as to whether this requirement applies to you, contact your Course Director immediately.

Religious Observance Accommodation

York University is committed to respecting the religious beliefs and practices of all members of the community, and making accommodations for observances of special significance to adherents. Should any of the dates specified in this syllabus for an in-class test or examination pose such a conflict for you, contact the Course Director within the first three weeks of class. Similarly, should an assignment to be completed in a lab, practicum placement, workshop, etc., scheduled later in the term pose such a conflict, contact the Course director immediately. Please note that to arrange an alternative date or time for an examination scheduled in the formal examination periods (December and April/May), students must complete an Examination Accommodation Form, which can be obtained from Student Client Services, Student Services Centre or online at http://www.registrar.yorku.ca/pdf/exam_accommodation.pdf (PDF)

Student Conduct in Academic Situations

Students and instructors are expected to maintain a professional relationship characterized by courtesy and mutual respect. Moreover, it is the responsibility of the instructor to maintain an appropriate academic atmosphere in the classroom and other academic settings, and the responsibility of the student to cooperate in that endeavour. Further, the instructor is the best person to decide, in the first instance, whether such an atmosphere is present in the class. The policy and procedures governing disruptive and/or harassing behaviour by students in academic situations is available at - <http://secretariat-policies.info.yorku.ca/policies/disruptive-andor-harassing-behaviour-in-academic-situations-senate-policy/>

Policies related to Zoom meetings

Your course may involve the use of Zoom. Zoom is an online videoconferencing software that can be used to host lectures, tutorials or virtual office hours in real time. Please note that Zoom is hosted on servers in the U.S. Zoom meeting content (e.g., video, audio and text chat) has been restricted to only pass through servers in Canada and US data centres; it will not pass through international data centres, such as those in China. Although it is not possible to exclude the US data centres at this time, Zoom is developing this functionality and will implement it as soon as possible. All audio, video, screen-sharing and text content will be encrypted in transit between your device and Zoom's servers, which will prevent unauthorized third parties from intercepting the content of your Zoom meeting. For more information, please visit Zoom at YorkU.

Privacy

At the moment, the name you use with Zoom and metadata about how you use the application will be stored on servers outside of Canada. If you have privacy concerns, you can disable both audio and video. You can also provide only your first name or a nickname when you join a session. If you choose to rename yourself, please let your instructor or TA know immediately.

You can rename yourself in 4 easy steps.

1. After entering the Zoom meeting, click on the Participants icon at the bottom of the window.
2. Find your name in the Participants list on the right side of the Zoom window
3. Hover over your name and click the Rename button.
4. Enter the name that you would like to use in the Zoom meeting, and click OK.

Please note that lectures and/or tutorial sessions may be recorded so that they can be made available to students who are not able to attend class. Zoom is configured in such a way that all participants will be automatically notified when a session is being recorded. In other words, a session cannot be recorded without you knowing about it. If you do not wish to be seen or heard during a recorded session, please keep your camera and/or microphone turned off.

Participation

Your course instructor may enable you to ask questions through the chat panel. Inappropriate or disrespectful language in the chat panel will not be tolerated. You may also participate through Zoom's nonverbal feedback features. These features can be accessed by clicking on the Participants icon at the bottom of the window. Once the Participants sidebar is opened, you will see the option to Raise Hand. By clicking on Raise Hand, a blue hand will be raised. Please click on the Raise Hand button again to lower your hand once your question has been answered. You are tasked with using the various Zoom features in a responsible manner. Your course instructor will reserve the right to remove anyone who does not behave accordingly.