

PURDUE UNIVERSITY
School of Technology
Department of Industrial Technology
IT 230 - Elements of Distribution
Spring, 200X

Professor:

Dr. Jon Doe
#XX Knoy Hall
Office: 494-XXXX

Office Hours:

Tue/Thur 10:00 – 12:00
and by appointment
email: jondoe@purdue.edu

Textbook:

Pelton, Lou E., Strutton, David, Lumpkin, James R. (2002) Marketing Channels: A Relationship Management Approach. 2nd Edition New York: McGraw-Hill Irwin.

Other readings as assigned

Grading:

The final grades for this course will be determined by a total accumulation of points from all activities and assignments. The grades will be based on the following:

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|----|----------------------|-----|
| 1. | Exams and Quizzes | 70% |
| 2. | Class Project | 15% |
| 3. | Homework Assignments | 15% |

Course grades are typically allocated on the following scale:

| | |
|------------|-----|
| 90 – 100% | = A |
| 80 – 89% | = B |
| 70 – 79% | = C |
| 60 – 69% | = D |
| 59% & less | = F |

Exams and Quizzes:

Three major exams and one final exam will be utilized in grade determination. Major exams consist of approximately 45 multiple choice questions. The Final Exam will be cumulative and will be approximately 80 questions. Short quizzes (unannounced) will be given in class periodically. Quizzes may be short answer, or multiple choice and true-false, and will cover all subject matter including class notes, class textbook, videos, homework assignments, and outside reading assignments.

Major Project:

Each student will be required to participate in a group major project that will be due at the beginning of class on **Monday, April 18**. It is recommended that you begin working on the papers early in order to balance your workload. Subjects will be assigned early in the semester.

Progress reports for the major projects are due on **Monday, February 21**, which may be written to instructor in memorandum form. This progress report should include a proposed outline of key ideas to be included in the paper, sources identified to date, and a general statement of progress towards the completed paper.

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The completed papers for the group projects should be turned in according to the following **minimum** specifications:

- Cover page, executive summary, and table of contents
- Double spacing (10 or 12 pitch font)
- 1 inch margins
- 10-15 pages in length
- Numbered pages
- All sources cited on reference page (minimum 5 textbook or journal sources)
- Excellent grammar, punctuation and spelling.
- Current sources; journal citations no older than three years, textbooks no older than six.

Papers turned in under the minimum specifications will receive heavy grade deductions. Term papers generated in other courses may NOT be turned in for credit on this assignment. The penalty for plagiarism on this or any other assignment is an F in the course. Peer evaluations will be utilized to assist grade determination. Equal participation in this project will be necessary in order to make a passing grade.

Channel Challenges and Review Question:

Channel challenges and review questions are listed on the syllabus to be critical thinking exercises for discussion and/or class quizzes. Professor will occasionally make these assignments to be turned in for points. It is **your responsibility** to keep up with the assignments.

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Course Guidelines

1. All chapters are to be read prior to class. Take notes – you are responsible for all material covered in the class even if it is not in the text.
2. All homework assignments are to be word processed in font 12 pt. Identify all assignments with name (only! No SS#!), assignment # and date.
3. Please come to my office ASAP if you are having trouble in the course. It is my job to help you succeed in this course – please take advantage of my office hours or make an appointment if you need assistance of any kind. DO NOT WAIT more than one week to clear up any misunderstandings or problems.
4. Regular attendance is necessary for success in this course. Much of the homework will involve class discussion/presentation, and students are expected to participate often in a well-prepared, professional manner. In addition, unexcused absences will result in loss of quiz points. Please contact professor in case of absence. Missing more than 5 classes (unexcused) may result in dismissal from the course with the grade of F.
5. Make-ups on exams and/or missed assignments will be allowed in cases of EXTENUATING circumstances (documented illnesses, emergencies, or permission from professor). Please make arrangements for make-ups within 2 days of absence. Students will be allowed to drop their lowest “pop quiz” grade at the end of the semester. Late assignments will result in loss of points. Assignments more than three days late will receive a maximum 50% of total points possible unless arrangements have been made with professor. All assignments must be submitted.
6. The final exam will be given at the time scheduled by the registrar. PLEASE MAKE VACATION AND EMPLOYMENT PLANS ACCORDINGLY.
7. Professional conduct will be expected of all class members. You are expected to arrive on time for class and stay for the entire class. This is a matter of courtesy to the instructor and your classmates. Behavior problems will lead to dismissal from class. Academic dishonesty will lead to dismissal from class and/or a zero for any attempted work, and potential failure in the course.

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Tentative Class Schedule

Assignments for this course are in four parts. Readings, channel challenges, review questions, and supplemental papers will be assigned within these four sections.

Part 1: Marketing Channels Framework

Week Beginning

Jan 10. Chapter 1: Marketing Channels: Information Driven, Customer-Steered 2-31
Assignments: Channel challenge 5; Review questions 1, 4, 8

Jan. 17. No Class Jan. 17. Martin Luther King, Jr. Holiday
Chapter 2: Channel Roles in a Virtual Marketplace 32-57
Assignments: Review questions 1, 6, 7

Jan. 24. Chapter 3: Attaining Competitive Advantage through Channel Design 58-87
Assignments: Channel challenge 1; Review questions 3, 7, 9

Jan. 31. Chapter 4
Marketing Mix and Relationship Marketing 88-156
Assignments: Review questions 1, 7, 9
Exam 1, Friday, February 4

Part 2: Channel Exosystems

Feb. 7.

Chapter 5: Managing Uncertainty in the Channel Environment 156-179
Assignments: Review questions 3, 6, 7

Feb. 14. Chapter 6: Channel Relationships in the Global Village 180-207
Assignments: Channel challenge 3; Review questions 1, 3, 6

Feb. 21. Chapter 7: Legal and Ethical Imperatives in Channel Relationships 208-261
Monday, Feb. 21 Major Project Progress Reports Due
Assignments: Review questions Legal 2, 4, 7; Ethics 6, 8, 9

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Part 3: Channel Microsystems

Feb. 28. Chapter 8: Conflict Resolution Strategies 262-281
Assignments: Channel Challenge 4; Review questions 4, 7, 8

Exam 2, Friday, March 4

Mar. 7. Chapter 9: Information Systems and Relational Logistics 282-311
Assignments: Review questions 2, 3, 6

Mar. 14. No Classes Mar. 14 – 18. Spring Break

Mar. 21. Chapter 10: Developing Positive Channel Relationships 312-355
Assignments: Review questions 1, 5, 6

Part 4: Channel Mesosystem

Mar. 28. Chapter 11: Transaction Costs and Vertical Marketing Systems 356-383
Assignments: Review questions 2, 6, 8

Apr. 4.

Chapter 12: Franchising in the Global Economy 384-413

Assignments: Review questions 1, 3, 7

Exam 3, Wednesday, April 6

Apr. 11. Chapter 13: Developing Long-Term Value 414-437
Assignments: Channel Challenge3; Review questions 1, 5, 8

Apr. 18. Monday, April 18, Major Projects Due

Chapter 14: Strategic Partnering Agreements 438-501

Assignments: Review questions 3, 4, 7

Apr. 25. Class Project Presentations/Discussions

Final Exam Review, Friday

May 2, 2005, Finals Week

Exam TBD