

## **MKT 386.01 W: Channels of Distribution Summer II, 2015**

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**Office Hours:** Virtual Office; will also schedule virtual chat upon request.  
**Classroom:** Virtual  
**Meeting Times:** Virtual  
**Note About Times:** All times and deadlines for this course are listed as Central Standard Time (CST) Zone (Commerce, TX).

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### **COURSE DESCRIPTION:**

This course provides a study of the industrial aspects of marketing which includes physical distribution, industrial selling, purchasing, warehousing and wholesaling, and how efficiently each is integrated into the system. Value added industrial buying processes and government marketing are included.

### **COURSE OBJECTIVES:**

The student will:

- Demonstrate an understanding of the growing importance of marketing channels (both traditional and electronic) in the larger content of overall marketing objectives.
- Understand the classification and role of the major participants in the marketing channels.
- Analyze the importance of ethics and its impact on marketing channels.

- Demonstrate an understanding of channel management and its role in channel design and channel member selection.
- Demonstrate an understanding of how to approach the design of marketing channels from an international perspective.

**REQUIRED COURSE TEXT:**

Marketing Channels: A Management View **8<sup>th</sup> Edition**, by Bert Rosenbloom, Thomson South-Western, ISBN 978-0-324-31698-8

**Please Note:** Students are required to have the textbook on the first day of class.

**ACADEMIC HONESTY POLICY:**

Academic honesty is the foundation of the university community. Cheating, plagiarism, or other acts of academic dishonesty compromise the integrity of the academic process and community and are subject to disciplinary action. For this class, plagiarism will result in automatic failure (final course grade of F).

An academic honesty policy has been posted under the Doc Sharing tab. You should read this document, initial it, and submit it to me via its corresponding Dropbox.

**SYLLABUS SUBJECT TO CHANGE STATEMENT:**

I anticipate that we will follow the schedule I've outlined in this syllabus, but I may make adjustments based on what actually happens in class. I may also change the basis for the course grade (if I need to eliminate an assignment or something of that nature). If I do so, I will inform you in writing. Remaining in the course after reading this syllabus will signal that you accept the possibility of changes and responsibility for being aware of them.

**COURSE FORMAT:**

This course is scheduled for online delivery. You will submit your class assignments through the eCollege location (Dropbox) and your grades will be recorded for you in the course grade book. PowerPoint slides will be available

for each of the book chapters, under the Doc Sharing tab. I will also host at least two class chat sessions where I will discuss the course material and assignment requirements. These class chat sessions are recorded and a link to the recordings will be provided to you. I expect that even if you are not able to attend the live class sessions, you will review the recordings. You are responsible for the materials covered during the chat sessions.

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### **COURSE POLICIES AND PROCEDURES:**

Students are required to meet the expectations listed below:

**Professional Behavior:** It is important that you maintain a professional demeanor at all times, including during electronic communication. Texas A&M Commerce expects this from you, as do future employers. Since so much communication in today's workplace is electronic, this course will be a good place to practice interacting in a manner appropriate to a professional setting.

**Regular and Timely Attendance:** You are expected to log onto eCollege regularly. I can view how many times you have entered into the course and how much time you spent each visit. Given that this course will be taught over five weeks, it is critical that you stay on track with the course assignment schedule and team member timeline for the business plan project that are required for this course!

#### **Assignments:**

- ❖ Submitted assignments must be correctly formatted and free of grammatical and stylistic errors. You should have some skill with software for word processing, spreadsheets, graphics, and presentations. Spelling and grammatical errors will detract from your grade! The APA format should be used.
- ❖ Also, assignments are due on the date and time listed. I have included a course schedule that includes the assignments and due dates.
- ❖ You **MUST** turn in all assignments **ON TIME**. I do not accept late assignments unless you have a university excused absence. Assignments must be complete.
- ❖ You must complete and submit all components at the specified due date and time to receive credit for the assignment. Please don't turn in work that is only "half-finished".
- ❖ Please submit assignments that are in a format which is compatible with Microsoft Office 2010 or 2013. Back-ups are required – back up all of your assignments on a disk or thumb drive that can be submitted to me upon my request. If work is lost due to insufficient back-up, you will not have the opportunity to recreate and submit at a later time.

**Communication:** Please communicate with me by using my e-mail: [leslie.toombs@tamuc.edu](mailto:leslie.toombs@tamuc.edu). You are also welcome to post messages to the Virtual Office where either I or other students may respond to you. I will also make an appointment where I will meet virtually with you. The subject of your e-mail should start MGT 308. Students must routinely check e-mail sent to his or her Texas A&M University account. This is my primary mechanism for communicating to the class. I will respond to your e-mail within 24 hours Monday through Friday. During the weekend, I will respond to your e-mail within 48 hours. Make-up exams and work will only be given if you obtain University approved documentation for your excuse.

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**GRADING POLICY:**

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<b>Component</b>	<b>Type</b>	<b>Value</b>
3 exams (50 points each)	Individual	150 points of total grade
2 class discussions (25 points)	Individual	50 points of total grade
Semester Project	Group Project	100 points of total grade
Peer evaluation	Group Project	25 points of total grade

**EXAMS:**

There will be a timed, online, objective exam(multiple choice or true/false) at the end of each unit. The dates of each quiz will be announced in advance and the student will complete the exam within the allowed time window. Once you begin the exam, you **MUST NOT** exit the exam until you have submitted it for grade. It is very important that you save your work every 10 to 15 minutes or it will time you out and the quiz will close. Do not attempt to print screen or cut and paste or you will receive a "0" for the exam.

The unit exam is an individual grade and is **NOT** to be taken with or shared with anyone else in the class. If it is determined that someone has broken any of the terms of the Academic Honesty Policy, both the giver and receiver will receive an "F" in the course and will be reported to the dean. If you know of any student cheating

in this or any other course, you are encouraged to report it to me immediately. Your identity will not be revealed.

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**TENTATIVE COURSE SCHEDULE**  
**MGT 308.01W, Summer II 2015**

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(All unit assignments and exams are due at 11:59 pm on the final day of the unit)

<b>Unit</b>	<b>Dates</b>	<b>Chapter(s)</b>	<b>Activities</b>
1	July 13	Chapters 1 – 4 Discussion 1	eCollege Tutorial / Academic Honesty Policy.
2	July 20	Chapters 5 - 9	Discussion 1 Due Exam 1 over Chapters 1 -4 (online).
3	July 27	Chapters 10 – 14 Discussion 2	Group Pt. A/ Exam 2 over Chapters 14, 17, 19 & 20 (online).
4	Aug. 3	Chapter 18	Group Pt.B and Individual Team Member Evaluation
5	Aug10	No New Material	Complete Exam 3 over Chapters10 – 14, 18 (online) Peer evaluations

Specific instructions and grading rubrics for each assignment/quiz/exam can be found in the Doc Sharing area of your eCollege course!

Team assignments will be made by the faculty member and announced the first day of class.

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**SPECIAL NEEDS/REASONBLE ACCOMODATIONS:**

The American with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you have a disability requiring an accommodation, please contact:

Office of Student Disability Resources and Services

Texas A&M University – Commerce

Gee Library

Room 132

Phone (903) 886-5150 or (903) 886-5835

Fax (903) 468-8148

[StudentDisabilityServices@tamuc.edu](mailto:StudentDisabilityServices@tamuc.edu)

**GRADING RUBRIC FOR CHANNEL DESIGN PROJECT**

	<b>Unacceptable</b>	<b>Acceptable</b>	<b>Good</b>	<b>Excellent</b>	<b>Assigned Grade</b>
	<b>0-5 Points</b>	<b>6-7 Point</b>	<b>8-9 Points</b>	<b>10 Points</b>	
Effective opening that clearly demonstrated thorough company and product knowledge					
Clearly demonstrated an understanding of the marketing strategy utilized by the company					
Effectively identified the “place” variable of the marketing mix					
Clearly developed the marketing channel					
Clearly explained each step of the marketing channel (flow)					
Effectively evaluated the marketing channel					
The information was realistic, logical, and clearly communicated					
Used visual aids to enhance and/or clarify the channel					
The presentation was well-organized and clearly presented, used professional grammar and vocabulary					
Subjective evaluation of the total performance; overall general impression					
<b>Total Points Possible: 100</b>					