

**MKT 386.01 W:**  
**Channels of Distribution**  
(Supply Chain Management and Marketing Channels)  
**Spring 2020**

**Instructor:** Dr. Scott Sewell  
**Office:** BA Building, Room 322  
**Mkt Dept. Phone:** 903-886-5692  
**Office Hours:** Monday & Wednesday 8 am - 9 am and can be scheduled for in office meetings 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).  
**Preferred Form of Communication & Response Time:**

For personal concerns or questions, email is the best way to contact me. I generally check my email each day and you can expect a response within 48 hours (except for weekends). Most questions will be answered within 24 hours. My replies will be sent to your MyLeo email address. **ALL EMAILS MUST BE PREFACED WITH THE COURSE AND SECTION NUMBER FOLLOWED BY THE SUBJECT (EXAMPLE: MKT 386.01W: Exam 2).**

Always check your home page for Announcements when you login. **I expect students will check their email daily and login at least 3 times per week.** If you don't respond to emails or login over a prolonged period (5 days) then I will assume you intend to drop the course.

**You are required to participate online; therefore, regular online participation is mandatory. Any student *not participating* in Week 1 (there are student participation activities for each week) will be a candidate for being administratively dropped from the class roster.**

## **COURSE INFORMATION**

### **COURSE DESCRIPTION:**

MKT 386.01W Channels of Distribution (Supply Chain Management and Marketing Channels):

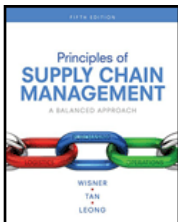
Three semester hours. This course is an overview of supply chain management, with particular attention given to supply / purchasing, operations, distribution (domestic and global), and integration issues. The course also introduces the student to several supply chain management analytical tools and Customer Relationship Management applications.

Prerequisite: Marketing 306.

## Course Objectives:

1. Students will explain the concept of Supply Chain Management and the activities associated with it: supply, operations, logistics and integration.
2. Students will gain an understanding of the role of technology in supply chains and customer relationship management systems.
3. Students will demonstrate an understanding of the impact of supplier and channel relationships to the achievement of organizational objectives.
4. Students will be able to apply appropriate measures and tools to evaluate the performance of the individual supply chain segments.
5. Students will be able to explain the processes of supply chain management integration.

## Requires Course Text:



Required

## PRIN.OF SUPPLY CHAIN MANAGEMENT

**Author:** WISNER

**Edition:** 5TH 19

**Published Date:** 2019

**ISBN:** 9781337406499

**Publisher:** CENGAGE L

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

*Cost Savings Opportunity: The materials required for this class and any others using Cengage products are included in ONE Cengage Unlimited subscription. For \$119.99 per semester, you get access to ALL your Cengage online textbooks, and access codes, in one place. \$7.99 hardcopy textbook*

*rentals are also available for select titles. Download the free [Cengage Mobile App](#) to get your Cengage Unlimited online textbooks and study tools on your phone. Ask for Cengage Unlimited in the bookstore or visit [cengage.com/unlimited](http://cengage.com/unlimited).*

**Cost Savings Opportunity:** MKT 367 (Sales) and MKT 467 (Global Consumer Behavior) are using Cengage titles this semester and would qualify for this discount program.

### **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 D2L learning system 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.

### **COURSE OUTLINE / CALENDAR**

<b>Week</b>	<b>Dates</b>	<b>Chapter(s)</b>	<b>Activities</b>
1	Jan 13 - 19	1	Syllabus Review / Student Lounge & Introductions
2	Jan 20 - 26	2	<b>Case 1</b>
3	Jan 27 -	3	

	Feb 2		
4	Feb 3 - 9	4	
5	Feb 10 - 16	5	<b>Case 2</b>
6	Feb 17 - 23	6	<b>Exam 1 (Chapters 1, 2, 3, 4,5)</b>
7	Feb 24 - Mar 1	7	
8	Mar 2 - 8	8	<b>Case 3</b>
9	Mar 9 - 15	9	<b>Exam 2 (Chapters 6, 7, 8)</b>
	Mar 16 - 22		<b>Spring Break!</b> <i>No classes this week.</i>
10	Mar 23 - 29	10	
11	May 30 - Apr 5	11	<b>Case 4</b>
12	Apr 6 - 12	12	
13	Apr 13 - 19	13	<b>Exam 3 (Chapters 9, 10, 11, 12)</b>
14	Apr 20 - 26	14	
15	April 27 - May 34		<b>Project/Paper Due</b>
16	May 4 - 8		<b>Exam 4 (Chapters 13, 14)</b> Discussion Board

***Tentative Course Schedule:*** (All Weekly assignments and exams are due by midnight Sunday unless expressly specified differently).

### **GRADING POLICY:**

Final grades in this course will be based on the following scale:

**A = 90%-100%**

B = 80%-89%

C = 70%-79%

D = 60%-69%

F = 59% or Below

<b>Component</b>	<b>Type</b>	<b>Value</b>
4 exams	Individual	40% of total grade
4 cases/assignments	Individual	40% of total grade
Semester Paper/Project	Individual	20% of total grade

**EXAMS:**

There will be a total of 4 timed, online, objective exams (multiple choice & or T/F). 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. When the exam begins, you will only see one question at a time. You must answer that question to proceed to the next question. You will not be able to go back once you answer the question. This does require some time management skills.

The exams are individual grades and are **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.

**Cases, or Written Assignments :** There are 4 individual written assignments throughout the semester. Student will respond to topics and cases posted by the instructor citing sources from the text, outside sources and personal experience. All documentation will be in APA format.

**Written Project/Paper:** Students will complete a Supply Chain project/paper of a company for their semester project. Details for the project/paper will be posted in advance.

### GRADING RUBRIC FOR Semester Paper/Project

	Unacceptable 0-5 Points	Acceptable 6-7 Point	Good 8-9 Points	Excellent 10 Points	Assigned Grade
Effective opening that clearly demonstrated thorough company and product knowledge					
Clearly explained the Supply Chain <u>Strategy</u> utilized					
Clearly explained each step of the Supply Chain (flow)					
Effectively explained the Supply/Purchasing process					
Clearly identified and explained the Resource Planning, Inventory Management & Process Management Systems					
Correctly identified and explained the Location & Logistics choices					
Correctly evaluated the <u>effectiveness</u> of the Supply Chain Management system as a whole.					
The information was realistic, logical, & clearly communicated					
Used visual aids to enhance and/or clarify the channel.					
Subjective evaluation of the total project/paper; overall general impression					

## TECHNOLOGY REQUIREMENTS

### LMS

All course sections offered by Texas A&M University-Commerce have a corresponding course shell in the myLeo Online Learning Management System (LMS). Below are technical requirements

LMS Requirements:

<https://community.brightspace.com/s/article/Brightspace-Platform-Requirements>

LMS Browser Support:

[https://documentation.brightspace.com/EN/brightspace/requirements/all/browser\\_support.htm](https://documentation.brightspace.com/EN/brightspace/requirements/all/browser_support.htm)

YouSeeU Virtual Classroom Requirements:

<https://support.youseeu.com/hc/en-us/articles/115007031107-Basic-System-Requirements>

## ACCESS AND NAVIGATION

You will need your campus-wide ID (CWID) and password to log into the course. If you do not know your CWID or have forgotten your password, contact the Center for IT Excellence (CITE) at 903.468.6000 or [helpdesk@tamuc.edu](mailto:helpdesk@tamuc.edu).

**Note:** Personal computer and internet connection problems do not excuse the requirement to complete all course work in a timely and satisfactory manner. Each student needs to have a backup method to deal with these inevitable problems. These methods might include the availability of a backup PC at home or work, the temporary use of a computer at a friend's home, the local library, office service companies, Starbucks, a TAMUC campus open computer lab, etc.

## COMMUNICATION AND SUPPORT

If you have any questions or are having difficulties with the course material, please contact your Instructor.

### Technical Support

If you are having technical difficulty with any part of Brightspace, please contact Brightspace Technical Support at 1-877-325-7778. Other support options can be found here:

<https://community.brightspace.com/support/s/contactsupport>

### Interaction with Instructor Statement

**The instructor's communication response time and feedback on assessments are stated clearly.**

# **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

## **Syllabus Change Policy**

The syllabus is a guide. Circumstances and events, such as student progress, may make it necessary for the instructor to modify the syllabus during the semester. Any changes made to the syllabus will be announced in advance.

## **University Specific Procedures**

### **Student Conduct**

All students enrolled at the University shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. The Code of Student Conduct is described in detail in the [Student Guidebook](#).

<http://www.tamuc.edu/Admissions/oneStopShop/undergraduateAdmissions/studentGuidebook.aspx>

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: <https://www.britannica.com/topic/netiquette>

### **TAMUC Attendance**

For more information about the attendance policy please visit the [Attendance](#) webpage and [Procedure 13.99.99.R0.01](#).

<http://www.tamuc.edu/admissions/registrar/generalInformation/attendance.aspx>

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/academic/13.99.99.R0.01.pdf>

### **Academic Integrity**

Students at Texas A&M University-Commerce are expected to maintain high standards of integrity and honesty in all of their scholastic work. For more details and the definition of academic dishonesty see the following procedures:

[Undergraduate Academic Dishonesty 13.99.99.R0.03](#)



<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/undergraduates/13.99.99.R0.03UndergraduateAcademicDishonesty.pdf>

[Graduate Student Academic Dishonesty 13.99.99.R0.10](#)

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/13students/graduate/13.99.99.R0.10GraduateStudentAcademicDishonesty.pdf>

### **Students with Disabilities-- ADA Statement**

The Americans 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 162

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

Fax (903) 468-8148

Email: [studentdisabilityservices@tamuc.edu](mailto:studentdisabilityservices@tamuc.edu)

Website: [Office of Student Disability Resources and Services](#)

<http://www.tamuc.edu/campusLife/campusServices/studentDisabilityResourcesAndServices/>

### **Nondiscrimination Notice**

Texas A&M University-Commerce will comply in the classroom, and in online courses, with all federal and state laws prohibiting discrimination and related retaliation on the basis of race, color, religion, sex, national origin, disability, age, genetic information or veteran status. Further, an environment free from discrimination on the basis of sexual orientation, gender identity, or gender expression will be maintained.

### **Campus Concealed Carry Statement**

Texas Senate Bill - 11 (Government Code 411.2031, et al.) authorizes the carrying of a concealed handgun in Texas A&M University-Commerce buildings only by persons who have been issued and are in possession of a Texas License to Carry a Handgun. Qualified law enforcement officers or those who are otherwise authorized to carry a concealed handgun in the State of Texas are also permitted to do so. Pursuant to Penal Code (PC) 46.035 and A&M-Commerce Rule 34.06.02.R1, license holders may not carry a concealed handgun in restricted locations.

For a list of locations, please refer to the [Carrying Concealed Handguns On Campus](#) document and/or consult your event organizer.

Web url:

<http://www.tamuc.edu/aboutUs/policiesProceduresStandardsStatements/rulesProcedures/34SafetyOfEmployeesAndStudents/34.06.02.R1.pdf>

Pursuant to PC 46.035, the open carrying of handguns is prohibited on all A&M-Commerce campuses. Report violations to the University Police Department at 903-886-5868 or 9-1-1.