

## **MKT 386.01 W: Channels of Distribution Summer I, 2020 (June 1 – July 2)**

**Instructor:** Dr. Scott Sewell  
**Office:** BA Building, Room 314E  
**Mkt Dept. Phone:** 903-886-5692  
**Office Hours:** Virtual Office and will schedule in office 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

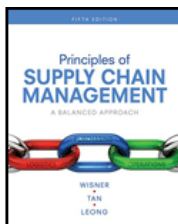
course also introduces the student to several supply chain management analytical tools and Customer Relationship Management applications.

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](https://www.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 D2L location 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.

### **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 |
| 2 cases/assignments    | Individual  | 30% of total grade |
| Semester Paper/Project | Individual  | 30% 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 2 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.

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

Week 1: (June 1 - 7), Read Chapters 1 - 3, Complete Case 1. Begin work on Semester Project.

Week 2: (June 8 -14), Read Chapters 4 - 5, Take Exam 1 over Chapters 1 - 5.  
Week 3: (June 15 - 21), Read Chapters 6 - 8, Take Exam 2 over Chapters 6 - 8.  
Week 4: (June 22 – 28), Read Chapters 9 -12, Take Exam 3 over Chapters 9 – 12),  
Complete Case 2.  
Week 5: (June 29 – July 2), Read Chapters 13 & 14, Submit Semester Project,  
Take Exam 4 over Chapters 13 & 14.

***Make-up exams and work will only be given if you obtain University approved documentation for your excuse.***

### **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 into your course 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 within D2L. You are also welcome to post messages to the Virtual Office where either I or other students may respond to you. The subject of your e-mail should include the Course Name and Section. 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 try to respond to your e-mail within 24 hours Monday through Friday. During the weekend, I will respond to your e-mail within 48 hours.

## **COURSE AND UNIVERSITY PROCEDURES/POLICIES**

### **Academic Honesty Policy**

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](#)

Two problems seem to come up in online classes. The first is students who attempt to cheat on exams. Exam questions are randomized in order, and a time limit is set. If you try to extend the time by claiming your computer was timed out before you can submit the exam, be aware that I can see how many questions you have answered and how long you were online.

The second problem is plagiarism. Texas A&M University-Commerce does not tolerate **plagiarism** and other forms of academic **dishonesty**. Conduct that violates generally accepted standards of academic honesty is defined as academic dishonesty. "Academic dishonesty" includes, but is not limited to, plagiarism (the appropriation or stealing of the ideas or words of another and passing them off as one's own), cheating on exams or other course assignments, collusion (the unauthorized collaboration with others in preparing course assignments), and abuse (destruction, defacing, or removal) of resource material. All projects will be turned in through "Turnitin.com" to screen for plagiarism. **THE PENALTY FOR CHEATING AND PLAGIARISM IS AN F IN THE COURSE.**

All students must download the College's Statement on Academic Honesty, sign it, and return it. I will post instructions on this in Week 1.

## **Drop a Course**

A student may drop a course by logging into their myLEO account and clicking on the hyperlink labeled 'Drop a class' from among the choices found under the myLEO section of the Web page.

## **Incompletes**

Incompletes are only given when a student has completed all work up to the last 3 weeks of the term, and has an extenuating circumstance. Students only have access to the online course for two weeks following the final day of the term. Therefore, incompletes are rarely given.

## **Administrative Withdrawal**

Students who do not login during the first 12 days of the semester may be administratively dropped from the class. Students who stop participating for over 10 days, and do not answer emails from the instructor may also be administratively dropped.

## **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](#).

Students should also consult the Rules of Netiquette for more information regarding how to interact with students in an online forum: [Netiquette](#)

## **TAMUC Attendance**

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

## **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.

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.

## **SPECIAL NEEDS/REASONABLE ACCOMMODATIONS:**

### **Students with Disabilities**

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 132

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

Fax (903) 468-8148

Email: [Rebecca.Tuerk@tamuc.edu](mailto:Rebecca.Tuerk@tamuc.edu)

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



## GRADING RUBRIC FOR CHANNEL DESIGN PROJECT

|   | Unacceptable<br>0-5 Points | Acceptable<br>6-7 Point | Good<br>8-9 Points | Excellent<br>10 Points | Assigned<br>Grade |
|---|----------------------------|-------------------------|--------------------|------------------------|-------------------|
| 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>   |                            |                         |                    |                        |                   |

## TECHNOLOGY REQUIREMENTS

### Browser support

D2L is committed to performing key application testing when new browser versions are released. New and updated functionality is also tested against the latest version of supported browsers. However, due to the frequency of some browser releases, D2L cannot guarantee that each browser version will perform as expected. If you encounter any issues with any of the browser versions listed in the tables below, contact D2L Support, who will determine the best course of action for resolution. Reported issues are prioritized by supported browsers and then maintenance browsers.

Supported browsers are the latest or most recent browser versions that are tested against new versions of D2L products. Customers can report problems and receive support for issues. For an optimal experience, D2L recommends using supported browsers with D2L products.

Maintenance browsers are older browser versions that are not tested extensively against new versions of D2L products. Customers can still report problems and receive support for critical issues; however, D2L does not guarantee all issues will be addressed. A maintenance browser becomes officially unsupported after one year.

Note the following:

- Ensure that your browser has JavaScript and Cookies enabled.
- For desktop systems, you must have Adobe Flash Player 10.1 or greater.
- The Brightspace Support features are now optimized for production environments when using the Google Chrome browser, Apple Safari browser, Microsoft Edge browser, Microsoft Internet Explorer browser, and Mozilla Firefox browsers.

### Desktop Support

| Browser                       | Supported Browser Version(s) | Maintenance Browser Version(s) |
|-------------------------------|------------------------------|--------------------------------|
| Microsoft® Edge               | Latest                       | N/A                            |
| Microsoft® Internet Explorer® | N/A                          | 11                             |
| Mozilla® Firefox®             | Latest, ESR                  | N/A                            |
| Google® Chrome™               | Latest                       | N/A                            |
| Apple® Safari®                | Latest                       | N/A                            |

### Tablet and Mobile Support

| Device   | Operating System | Browser        | Supported Browser Version(s)   |
|----------|------------------|----------------|--|
| Android™ | Android 4.4+     | Chrome         | Latest   |
| Apple    | iOS®             | Safari, Chrome | The current major version of iOS (the latest minor or <b>point</b> release of that major |

| Device  | Operating System | Browser               | Supported Browser Version(s)   |
|---------|------------------|-----------------------|--|
|         |                  |                       | version) and the previous major version of iOS (the latest minor or <b>point</b> release of that major version). For example, as of June 7, 2017, D2L supports iOS 10.3.2 and iOS 9.3.5, but not iOS 10.2.1, 9.0.2, or any other version.<br><br>Chrome: Latest version for the iOS browser. |
| Windows | Windows 10       | Edge, Chrome, Firefox | Latest of all browsers, and Firefox ESR.   |

- You will need regular access to a computer with a broadband Internet connection. The minimum computer requirements are:
  - 512 MB of RAM, 1 GB or more preferred
  - Broadband connection required courses are heavily video intensive
  - Video display capable of high-color 16-bit display 1024 x 768 or higher resolution
- You must have a:
  - Sound card, which is usually integrated into your desktop or laptop computer
  - Speakers or headphones.
  - \*For courses utilizing video-conferencing tools and/or an online proctoring solution, a webcam and microphone are required.
- Both versions of Java (32 bit and 64 bit) must be installed and up to date on your machine. At a minimum Java 7, update 51, is required to support the learning management system. The most current version of Java can be downloaded at: [JAVA web site http://www.java.com/en/download/manual.jsp](http://www.java.com/en/download/manual.jsp)
- Current anti-virus software must be installed and kept up to date.

Running the browser check will ensure your internet browser is supported.

Pop-ups are allowed.  
JavaScript is enabled.  
Cookies are enabled.

- You will need some additional free software (plug-ins) for enhanced web browsing. Ensure that you download the free versions of the following software:
  - [Adobe Reader](https://get.adobe.com/reader/) <https://get.adobe.com/reader/>
  - [Adobe Flash Player](https://get.adobe.com/flashplayer/) (version 17 or later) <https://get.adobe.com/flashplayer/>
  - [Adobe Shockwave Player](https://get.adobe.com/shockwave/) <https://get.adobe.com/shockwave/>
  - [Apple Quick Time](http://www.apple.com/quicktime/download/) <http://www.apple.com/quicktime/download/>
- At a minimum, you must have Microsoft Office 2013, 2010, 2007 or Open Office. Microsoft Office is the standard office productivity software utilized by faculty, students, and staff. Microsoft Word is the standard word processing software, Microsoft Excel is the standard spreadsheet software, and Microsoft PowerPoint is the standard presentation software. Copying and pasting, along with attaching/uploading documents for assignment submission, will also be required. If you do not have Microsoft Office, you can check with the bookstore to see if they have any student copies.

## 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

### Brightspace Support

#### Need Help?

#### Student 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 or click on the **Live Chat** or click on the words "[click here](#)" to submit an issue via email.

### **System Maintenance**

Please note that on the 4th Sunday of each month there will be System Maintenance which means the system will not be available 12 pm-6 am CST.