

MKTG30009 Marketing Channels

Credit Points:	12.50
Level:	3 (Undergraduate)
Dates & Locations:	2010, Parkville This subject commences in the following study period/s: Semester 2, Parkville - Taught on campus.
Time Commitment:	Contact Hours: One 2-hour lecture and a 1-hour tutorial per week Total Time Commitment: Not available
Prerequisites:	325-104 Principles of Marketing (/view/2010/325-104)
Corequisites:	None
Recommended Background Knowledge:	Please refer to Prerequisites and Corequisites.
Non Allowed Subjects:	Students may not gain credit for both 325-206 Marketing Channels and 325-340 Marketing Channels (/view/2010/325-340)
Core Participation Requirements:	For the purposes of considering requests for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Students Experiencing Academic Disadvantage Policy, academic requirements for this subject are articulated in the Subject Description, Subject Objectives, Generic Skills and Assessment Requirements for this entry. The University is dedicated to provide support to those with special requirements. Further details on the disability support scheme can be found at the Disability Liaison Unit website: http://www.services.unimelb.edu.au/disability/
Coordinator:	Dr Brent Coker
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Subject Overview:	Marketing channels are foundational to the marketing mix. Future managers, therefore, need to appreciate how marketing channel strategy contributes to and enhances the other elements of the marketing mix. With the arrival of the Internet, many thought traditional “bricks and mortar” marketing channel members would be “disintermediated” out of existence-this has not happened. Marketing Channels explores the major theories and models of marketing channel systems, and, their development and management, including the influence of the Internet.
Objectives:	On successful completion of this subject a student should be able to: <ul style="list-style-type: none"> • Critically evaluate the viability of a multi-channel marketing strategy • Use marketing theory and frameworks to formulate a successful multi-channel strategy • Understand marketing related issues unique to indirect versus direct channels of distribution • Conceptualise and construct an integrated marketing plan for a multi-channel business
Assessment:	A 2-hour examination (60%), and assignment(s) totalling not more than 4000 words (40%).
Prescribed Texts:	You will be advised of prescribed texts by your lecturer.
Breadth Options:	This subject potentially can be taken as a breadth subject component for the following courses: <ul style="list-style-type: none"> # Bachelor of Arts (https://handbook.unimelb.edu.au/view/2010/B-ARTS) # Bachelor of Biomedicine (https://handbook.unimelb.edu.au/view/2010/B-BMED) # Bachelor of Environments (https://handbook.unimelb.edu.au/view/2010/B-ENVS) # Bachelor of Music (https://handbook.unimelb.edu.au/view/2010/B-MUS) # Bachelor of Science (https://handbook.unimelb.edu.au/view/2010/B-SCI) # Bachelor of Engineering (https://handbook.unimelb.edu.au/view/2010/355AA)

	You should visit <u>learn more about breadth subjects</u> (http://breadth.unimelb.edu.au/breadth/info/index.html) and read the breadth requirements for your degree, and should discuss your choice with your student adviser, before deciding on your subjects.
Fees Information:	Subject EFTSL, Level, Discipline & Census Date, http://enrolment.unimelb.edu.au/fees
Generic Skills:	<p>On successful completion of this subject, students should have improved the following generic skills:</p> <ul style="list-style-type: none">• Critical thinking; objective creativity, synthesis of data and other information; evaluation of data and other information; receptiveness to alternative ideas.• Oral communication; written communication; collaborative learning; problem solving; team work; application of theory to practice; accessing data and other information from a range of sources.
Notes:	Students may not gain credit for both 325-206 Marketing Channels and <u>325-340 Marketing Channels</u> (/view/2010/325-340)