

## BUSA90033 Channels of Distribution

<b>Credit Points:</b>	12.50
<b>Level:</b>	9 (Graduate/Postgraduate)
<b>Dates &amp; Locations:</b>	This subject is not offered in 2014.
<b>Time Commitment:</b>	Contact Hours: 30 hours Total Time Commitment: Not available
<b>Prerequisites:</b>	None
<b>Corequisites:</b>	None
<b>Recommended Background Knowledge:</b>	None
<b>Non Allowed Subjects:</b>	None
<b>Core Participation Requirements:</b>	<p>&lt;p&gt;For the purposes of considering request for Reasonable Adjustments under the Disability Standards for Education (Cwth 2005), and Student Support and Engagement Policy, academic requirements for this subject are articulated in the Subject Overview, Learning Outcomes, Assessment and Generic Skills sections of this entry.&lt;/p&gt;         &lt;p&gt;It is University policy to take all reasonable steps to minimise the impact of disability upon academic study, and reasonable adjustments will be made to enhance a student's participation in the University's programs. Students who feel their disability may impact on meeting the requirements of this subject are encouraged to discuss this matter with a Faculty Student Adviser and Student Equity and Disability Support: &lt;a href="http://services.unimelb.edu.au/disability"&gt;http://services.unimelb.edu.au/disability&lt;/a&gt;&lt;/p&gt;</p>
<b>Contact:</b>	<b><a href="mailto:programservices@mbs.edu">programservices@mbs.edu</a> (mailto:programservices@mbs.edu)</b>
<b>Subject Overview:</b>	<p>Students should:</p> <ul style="list-style-type: none"> <li># understand the nature of distribution channels, which are designed</li> <li># to move goods from the supplier/manufacturer to customers</li> <li># gain an appreciation of channels as viewed from an inter-organisational system perspective, for the purpose of developing channels of distribution strategies</li> <li># understand the alternatives and issues relevant to the design of new distribution channels</li> <li># gain an appreciation of the problems and possible solutions involved in managing on-going channel relationships and alliances</li> <li># understand the marketing manager's role in managing channels of distribution</li> </ul>
<b>Learning Outcomes:</b>	<p>On completing the subject, students should understand:</p> <ul style="list-style-type: none"> <li># why channels exist and the nature of distribution channels</li> <li># the issues involved in the design of distribution channels from the manufacturer or suppliers perspective, including market coverage, vertical integration decisions, and alternatives to vertically integrated channels</li> <li># the issues associated with the management of relationships among channel members, including establishing channel power, creating incentives, and managing channel conflict</li> <li># the relationship between channel of distribution decisions and other marketing decisions involving product, price and promotional decisions</li> <li># special topics in channel strategy including legal constraints, international channels, direct marketing and market research as it applies to understanding distribution channels</li> </ul>
<b>Assessment:</b>	Class participation (15%) Individual case write-up (15%) 1,200 words Syndicate Assignment (10%) Oral analysis Final examination (60%) take home
<b>Prescribed Texts:</b>	None
<b>Breadth Options:</b>	This subject is not available as a breadth subject.
<b>Fees Information:</b>	Subject EFTSL, Level, Discipline & Census Date, <a href="http://enrolment.unimelb.edu.au/fees">http://enrolment.unimelb.edu.au/fees</a>

<b>Related Course(s):</b>	Graduate Diploma in Marketing Master of Business Administration Master of Business Administration Master of Marketing Master of Marketing
---------------------------	---