

Course Last Updated 01/29/2024



University of  
New Haven

## Marketing Management

### Section I: Course Overview

**Course Code:** MKT355BCN

**Subject Area(s):** Marketing

**Prerequisites:** None

**Language of Instruction:** English

**Total Contact Hours:** 45

**Credits:** 3

**Course Fees:** None

### Course Description

Marketing channels are sets of interdependent organizations involved in the process of making a product or service available for use or consumption. Marketing and distribution channels management is an essential aspect of commercial activities. Today's ever more complex and challenging competitive scenario makes it necessary for organizations to know how to effectively select and manage marketing channels, creating partnerships capable of generating value and trust and avoiding conflicts.

This course will help students how to develop marketing channel plans, enabling an organization to increase sales, margins, and the levels of collaboration with channel partners.

### Learning Objectives

Upon successful completion of this course, students will be able to:

- Identify key industry practices in channel design.
- Describe how organizations create value through the distribution of their offerings.
- Analyze complex inter and intra-organizational issues in channel management.
- Apply theories towards solving conflict resolution in the channel.

## Section II: Instructor & Course Details

### Instructor Details

**Name:** TBC

**Contact Information:** TBC

**Term:** TBC

**Course Day and Time:** TBC

**Office Hours:** By appointment.

### Grading & Assessment

The instructor assesses students' mastery of course learning objectives by using the forms of assessment below. Each of these assessments is weighted toward the final grade. The Assessment Overview section provides further details for each.

**Engagement – 20%**

**Mid-term – 20%**

**Teamwork – 30%**

**Final Exam – 30%**

### Assessment Overview

This section provides a brief description of each form of assessment listed above. Forms of assessment may be slightly modified in the term syllabus.

**Engagement (20%):** Students are expected to be engaged in class, to have read the CEA CAPA Engagement Policy, and to understand the [Class Engagement Rubric](#) that outlines how engagement is graded.

**Mid-term exam (20%):** The mid-term exam consists of a set of questions multiple choice + a last essay question of self-reflection and critical thinking on the main units completed. 90 minutes time. This exam weights 20% over the total grade of the course.

**Teamwork Project (30%):** Teamwork will include presenting about companies which excel globally in marketing channels. Students will research and provide the rest of the class with a 30-minute presentation on the company of their choice.

**Final exam (30%):** The final exam consists of a set of questions multiple choice + a last essay question of self-reflection and critical thinking on the main units completed. 90 minutes time. This exam weights 20% over the total grade of the course.

### Active Learning

Experiential learning is an essential component of education abroad, and participation in field studies is a required part of coursework. In this course, students explore the city in which they are studying using a variety of methods. This provides the opportunity to gain nuance and perspective on the host context and course content, as well as to collect information and resources for assigned papers, projects, and presentations.

- Guest Speaker – Bcombinator CEO
- Site visit to Barcelona Party Fiesta with CEO
- Barcelona and the Indianos: Business Overseas and Urban Change

## Readings and Resources

The below readings and resources are representative of what will be assigned as required in this course but may vary slightly in the term syllabus.

All students are given access to the online library of the University of New Haven (UNH), accessible [here](#), and are expected to comply with [UNH Policies](#) regarding library usage.

Wherever possible, required readings are made accessible through the online library or Canvas. Students are responsible for obtaining all required readings.

Each course utilizes Canvas as its LMS. Students are expected to check Canvas regularly for updates and deadlines. Canvas is also the primary platform for contacting your instructor in case of questions or concerns about the course.

### Required

Chopra, S. (2018). *Supply Chain Management: Strategy, Planning and Operations*. Pearsons.

Descals, A., Gomez-Borja, M.A. & Lorenzo, C. & Mondéjar-Jiménez, J.A. (2011). Application Of Social Web Tools To The Internationalization Of Retail Companies. *Journal of Business Case Studies*, vol. 6 (7), 31-36.

Dibb, S., Simkin, L, Pride, W.M. & Ferrell, O.C. (2019). Marketing Research. *In Marketing Concepts and Strategies*, pp. 259-293.

Hübner, A., Holzapfel, A. & Kuhn, H. (2016). Distribution systems in omni-channel retailing. *Bus Res* 9, 255–296. <https://doi.org/10.1007/s40685-016-0034-7>

Katsikeas, C., Leonidou, L. and Zeriti, A. (2020). Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions. *International Marketing Review*, vol. 37 (3), 405-424.

Koray, T. Y. & Chan, P. B. S. (2016). Dynamic Pricing in a Distribution Channel in the Presence of Switching Costs. *Management Science* 64(3), 1212-1229.

Kotler, P. at alii. (2018). *Marketing Management*. Pearsons.

Roggeveen, A., Grewal, D., Karsberg, J., Noble, S., Nordfält, J., Patrick, V. , Schweiger, E., Soysal, G., Dillard, A., Cooper, N. & Olson, R. (2021). Forging meaningful consumer-brand relationships through creative merchandise offerings and innovative merchandising strategies. *Journal of Retailing*, vol. 97 (1), 81-98.

Yeow, A., Soh, C. & Hansen, R. (2018). Aligning with new digital strategy: A dynamic capabilities approach. *The Journal of Strategic Information Systems*, Vol. 27 (1), 43-58.

## Recommended

Theodosiou, M. & Leonidou, L. (2003). Standardization versus adaptation of international marketing strategy: an integrative assessment of the empirical research, *International Business Review*, vol. 12 (2), 141-171,

Shi, T., Chhajed, D., Wan, Z. & Liu, Y. (2020). Distribution Channel Choice and Divisional Conflict in Remanufacturing Operations. *Prod Oper Manag*, 29, 1702-1719.

## Course Calendar

Session 1	
Topics	Course Introduction
Activity	Introduction to marketing, International Marketing and Distribution networks
Readings & Assignments	Video: Simon Sinek Ted. <i>How leaders inspire action</i> .

Session 2	
Topics	The dynamic environment and its implications for distribution channels
Activity	Class Discussion
Readings & Assignments	Koray, T. Y. & Chan, P. B. S. (2016). Dynamic Pricing in a Distribution Channel in the Presence of Switching Costs. <i>Management Science</i> 64(3), 1212-1229.

Session 3	
Topics	Channel structure decisional taking process
Activity	Class Discussion
Readings & Assignments	Write a 3 pages report after working on <a href="http://www.doingbusiness.org">www.doingbusiness.org</a> , and <a href="http://www.transparency.org">www.transparency.org</a> and <a href="http://www.globaledege.msu.edu">www.globaledege.msu.edu</a>

Session 4	
Topics	International Culture and its impact on distribution channels and purchasing habits
Activity	Class Discussion
Readings & Assignments	<ul style="list-style-type: none"><li>• Katsikeas, C., Leonidou, L. &amp; Zeriti, A. (2020). Revisiting international marketing strategy in a digital era: Opportunities, challenges, and research directions. <i>International Marketing Review</i>, Vol. 37 (3), 405-424.</li><li>• Video. <i>Shenzhen: The Silicon Valley of Hardware</i>.</li></ul>

Session 5	
Topics	Political environment and its influence on distribution networks
Activity	Class presentations
Readings & Assignments	Present verbally and openly in class your conclusions and main lessons learned after bringing 2 news which refer to some of the former topics.

Session 6	
Topics	Marketing Research applied to a distribution network
Activity	Class discussion
Readings & Assignments	Dibb, S., Simkin, L, Pride, W.M., & Ferrell, O.C. (2019). Marketing Research. <i>In Marketing Concepts and Strategies</i> , pp. 259-293.

Session 7	
Topics	Research practice on Marketing and distribution channels using software Jamovi or PSPP
Activity	Class discussion
Readings & Assignments	Descals, A., Gomez-Borja, M.A. & Lorenzo, C.& Mondéjar-Jiménez, J.A. (2011). Application Of Social Web Tools To The Internationalization Of Retail Companies. <i>Journal of Business Case Studies</i> , vol. 6 (7), 31-36.

Session 8	
Topics	Mid-term review
Activity	Class discussion
Readings & Assignments	Bring Mid-Term study supplies to class

Session 9	
Mid-term Exam	

Session 10	
Topics	Special topic: Covid Vaccine distribution
Activity	Distribution Networks for Covid Vaccines.
Readings & Assignments	Groupwork in class

Session 11	
Topics	Products and services in an international context and their alignment with distribution channels.
Activity	Class discussion
Readings & Assignments	Yeow, A., Soh, C., & Hansen, R. (2018). Aligning with new digital strategy: A dynamic capabilities approach. <i>The Journal of Strategic Information Systems</i> , Vol. 27 (1), 43-58.

Session 12	
Topics	Global Marketing Planning and the role of Distribution networks
Activity	Class discussion
Readings & Assignments	Hübner, A., Holzapfel, A. & Kuhn, H. (2016). Distribution systems in omni-channel retailing. <i>Bus Res</i> 9, 255–296.

Session 13	
Topics	Merchandising and its strategic implications
Activity	Class discussion
Readings & Assignments	Roggeveen, A., Grewal, D., Karsberg, J., Noble, S., Nordfält, J., Patrick, V., Schweiger, E., Soysal, G., Dillard, A., Cooper, N. & Olson, R. (2021). Forging meaningful consumer-brand relationships through creative merchandise offerings and innovative merchandising strategies. <i>Journal of Retailing</i> , vol. 97 (1), 81-98.

Session 14	
Topics	Teamwork Project Presentations

Activity	Oral presentations
Readings & Assignments	Study for Final

Session 15
Final Exam

## Section III: Academic Policies and Standards

### Academic Policies

Students are expected to review and understand all CEA CAPA student policies, including our [Academic Policies](#) and [Engagement Policy](#). CEA CAPA reserves the right to change, update, revise, or amend existing policies and/or procedures at any time. Additional requirements that may be associated with a specific course or program are addressed in the term syllabus.

### Student Learning & Development Objectives

CEA CAPA has identified [Student Learning and Development Objectives \(SLDOs\)](#) for all programs in all locations: content in context, navigating differences, power and equity, critical thinking and intellectual curiosity, career and professional development, and sustainability and migration. These are meta-level learning objectives that transcend coursework and are infused across all elements of program delivery, beyond specifics of course offerings, addressing student learning holistically and framing it a larger learning context.