



SAN IGNACIO
UNIVERSITY
MIAMI, USA

Date		Credits	3 Credits
Course Title	Distribution Channels	Course Number	MA 30110
Pre-requisite (s)	MAR 1011	Co-requisite (s)	None
Hours	45 Hours		

Place and Time of Class Meeting

San Ignacio University
3905 NW 107 Avenue, Suite 301
Miami, FL 33178

Name and Contact Information of Instructor

Book required

(The Institution recognizes the use of the textbook in the classroom as part of the educational methodology and strategy applied in diverse materials. The textbook is part of the curriculum and is used to reach the student in an effective manner in the classroom. Every student is expected to acquire and use the textbook.)

Marketing Channels: A Management View, 8/E
Bert Rosenbloom
©2013 |South-Western, Cengage Learning | Published: n/a
ISBN-10: 0324316984 | ISBN-13: 9780324316988

Classroom expectations for students

Attendance Policy

Students are expected to attend all scheduled university classes for the courses that they are registered for and to achieve the goals set forth by each class instructor. Attendance is taken daily. Enrolled students are permitted no more than **2** “free” absences in one semester. Students missing **3-5** classes over the course of the semester will receive a one-letter grade deduction from their final course grade; missing more than **6** classes will result in failure of the course regardless of grade average. It is the student's responsibility to arrange to make up work missed because of an absence.



Student Tardiness Policy

A student is considered tardy/late if he/she comes to class 15 minutes late. With three tardies the student accumulates one full absence. If the student misses half of the class period, it is a full absence. When a student has more than 6 tardies, the instructor will contact the San Ignacio University Coordinator of Student Affairs and Academic Department and request an intervention session with the student. The goal of the intervention session is to develop and implement an intervention program to help students learn new ways to save and manage time.

NOTE: Plagiarism is defined as the use, without proper acknowledgment, of the ideas, phrases, sentences, or larger units of discourse from another writer or speaker. Plagiarism includes the unauthorized copying of software and the violation of copyright laws. Students who commit plagiarism will obtain a grade of “Failure” on their exam or assignment.

Course Description

This course will let students identify and develop an understanding of the channels of distribution in the industry, analyze the interactions between each step and the whole process of distribution and initiate the student to the influence of international commercial policies on the distribution of goods and services. Among the topics studied we have: Marketing channel systems, developing the marketing channel, Managing the marketing channel, and additional perspectives on marketing channels.

Learning Objectives

At the end of this course the student will be able to:

- To describe and discuss marketing channel concepts and the channel participants
- To explain and describe the environment of marketing channels and the technological environment
- To discuss and explain the behavioral processes in marketing channels and using as a social system
- To identify and discuss strategy in marketing channel strategy and the role of distribution in corporate objectives and strategy
- To analyze the designing marketing channels and identify the channel design process
- To evaluate and analyze selecting the channel members and find prospective channel members
- To describe and discuss the target markets and channel design strategy and explain market geography and channel design strategy

- To summarize and explain how to motivate the channel members and find out the needs and problems of channel members
- To explain and identify product issues in channel management and explain the strategic product management and channel management
- To describe and evaluate the pricing issues in channel management and describe the guidelines for developing effective channel pricing strategies
- To identify and discuss how promotion strategies in marketing channels and logistics and channel management
- To evaluate channel member performance and the factors affecting scope and frequency of evaluations
- To explain electronic marketing channels and describe franchise marketing channels
- To discuss marketing channels for service and the implications of services characteristics for channel management
- To analyze the international channel perspectives and discuss designing international channels

Topical Outline and Schedule

DATE		WEEK 1
SPECIFIC OBJECTIVES	Describe the course. <ul style="list-style-type: none"> • Realize that new Internet-based technologies have created a metamorphosis in marketing channels • Be aware of the need for multi-channel strategies and structures to satisfy heightened customer expectations for channel choice • See how marketing channels relate to the other strategic variables in the marketing mix • Describe the principles of specialization and division of labor as well as contractual efficiency in marketing channels • Assess the classification of the major participants in marketing channels • Identify the major types of wholesalers as reflected in the Census of Wholesale Trade • Recognize and explain the value of distribution tasks performed by the major types of wholesalers • Explain how major trends occur in retail structure, especially with regard to size and concentration in retailing • Be cognizant of the retailers changing role in the marketing channel 	
TOPIC (S)	Syllabus Discuss Library Orientation Course, Instructor to verify completion <ul style="list-style-type: none"> • Recognize that today's customers expect more choices as how, when, and where products and services are made available to them • Describe the definition of marketing channel from a managerial 	

	<p>perspective</p> <ul style="list-style-type: none"> • Discuss the flows in marketing channels and how they relate to channel management • Explain how to be familiar with the concepts of channel structures and ancillary structure and recognize the difference between them • Describe why producers and manufactures often find it necessary to shift many of the distribution tasks to intermediaries • Evaluate the major trends in wholesale structure, including patterns of size and concentration in wholesaling • Appreciate the complexity of retail structure and be familiar with the different approaches used to classify retailers, including the classifications used by the Census of Retail Trade • Discuss and describe an overview of the distribution tasks performed by retailers • Appreciate the role played by facilitating agencies in marketing channels
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion of Syllabus • Case Study 1 • Group discussion
HOMEWORK & ASSIGNED READINGS	<p>Review the Syllabus Complete the Library Orientation Course. Instructor to verify completion.</p> <p>Homework: Chapter 1-2 pp. 5-68 Review Questions p. 28 1-15, p. 68 1-12 Channel Issues for Discussion p. 29 1-6, p. 69 1-6</p>
DATE	WEEK 2
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the impact of environment in a marketing channels context • Recognize that unusual economic conditions can have a dramatic impact on marketing channels • Discuss and delineate the major types of competition in the context of marketing channel structure and strategy • Analyze the rapid changes in technology and be sensitive to how such changes can affect marketing channels • Be familiar with the key legal issues relating to marketing channels • Name and state the behavioral process such as conflict, power, role, and communication are inherent behavioral dimensions in marketing channels • Know the major causes of channel conflict • Recognize the major issues involved in managing channel conflict • Describe the basic research finding concerning the use of power

	<ul style="list-style-type: none"> • Appreciate how behavioral processes can distort the flow of communications in marketing channels
TOPIC (S)	<p>Discuss Final Class Project & Presentation, List of Topics</p> <ul style="list-style-type: none"> • Describe some of the major economic forces affecting marketing channels • Assess the cognizant of the international or global nature of the competitive environment as it affects marketing channels • Appreciate some of the major sociocultural developments taking place with respect to their implications for marketing channels • Gain a general knowledge of the basic antitrust laws as they apply to marketing channel strategy • Realize that the marketing channel can be viewed as a social system as well as an economic system • Analyze how conflict emerges in marketing channels • Be familiar with the effects of channel conflict • Evaluate the concept of power as it applies to the marketing channel • Discuss the concept and use of roles in marketing channels
LEARNING ACTIVITIES	<p>Participate in a forum.</p> <ul style="list-style-type: none"> • Instructor led group discussion • Carry out a micro-class • Review: Chapter Summary
HOMEWORK & ASSIGNED READINGS	<p>Homework: Chapter 3-4 pp. 73-140 Review Questions p. 104 1-13, p. 140 1-15 Channel Issues for Discussion p. 105 1-7 , p. 140 1-7</p>
DATE	WEEK 3
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Evaluate the potential for channel strategy to play a major role in overall corporate objectives • Recognize the relationship of distribution to the other variables in the marketing mix and the role of channel strategy • Appreciate the role of channel strategy in creating a differential advantage through channel design • Identify the key strategic decisions faced by the channel manager in the management of the marketing channel • Analyze the main channel strategy issue involved in the evaluation of channel members • Discuss the competitive parity in other marketing mix variables
TOPIC (S)	<p>Discussion of student topic selection, library research, tentative bibliography</p> <ul style="list-style-type: none"> • Discuss the meaning of marketing channel strategy • Describe the six basic distribution decision that most firms face • Describe the conditions that tend to favor an emphasis on distribution

	<p>strategy in developing the marketing mix</p> <ul style="list-style-type: none"> • Assess the implications of the selection decision for channel strategy • Evaluate the portfolio concept as it applies to motivating channel members • Discuss channel strategy and the evaluation of channel member performance
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analysis of reading • Group discussion • Participate in a forum
HOMEWORK & ASSIGNED READINGS	<p>Investigate concepts and kinds of objectives. Library Research. Develop Tentative Bibliography</p> <p>Due: Project Topic Due: Tentative Bibliography</p> <p>Homework: Chapter 5 pp. 149-173 Review Questions p. 173 1-15 Channel Issues for Discussion p. 174 1-8</p>
DATE	WEEK 4
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the meaning of channel design and the key distinguishing points associated with it • Know the sequence of the channel design paradigm and understand the underlying logic of the sequence • Examine the concepts of distribution objectives and the need for congruency with marketing and corporate objectives and strategies • Recognize the three dimensions of channel structure and the strategic significance of each dimension • Delineate the six basic categories of variables affecting channel structure • Recognize the limitations of the channel manager's ability to choose an optimal channel structure • Discuss the value of judgmental-heuristic approaches for choosing channel structures in the real world
TOPIC (S)	<p>Due: Project Topic Due: Tentative Bibliography</p> <ul style="list-style-type: none"> • Discuss and realize that channel design is a complex process • Recognize a variety of situations that might call for a channel design decision • Describe and explain and be able to specify distribution tasks • Recognize the three dimensions of channel structure and the strategic significance of each dimension

	<ul style="list-style-type: none"> • Explain the concept of a heuristic in terms of its benefits and limitations in channel design • Analyze the major approaches for choosing a channel structure
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Review: Summary • Carry out a micro-class • Group discussion
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project</p> <p>Homework: Homework: Chapter 6 pp. 178-207 Review Questions p. 207 1- 12 Channel Issues for Discussion p. 207 1-7</p>
DATE	WEEK 5
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Evaluate the relationship between channel member selection and distribution intensity • Recognize the need for adapting selections criteria to the needs of particular firms • Explain the channel member selection can be a two-way street • Appreciate the need to offer incentives to prospective channel members to secure them as actual channel members • Describe the channel member selection and channel design • Discuss the selection process and describe finding prospective channel members
TOPIC (S)	<ul style="list-style-type: none"> • Discuss and appreciate the importance of channel member selection • Assess the main sources for finding prospective channel members • Analyze the generalized lists of selection criteria • Recognize the human side of channel member selection and the role of fair and friendly relationships in channels • Evaluate the specific incentives for securing channel members • Define field sales organization , trade sources and reseller inquiries
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • A review of literature • Check of the reading • Group discussions
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project</p> <p>Chapter 7 pp. 213-230 Review Questions p. 230 1-10 Channel Issues for Discussion p. 230 1-6</p>
DATE	WEEK 6
SPECIFIC OBJECTIVES	<p>EXAM I</p> <ul style="list-style-type: none"> • Describe the importance of market variables as the most fundamental

	<p>and significant variables to consider for channel design strategy</p> <ul style="list-style-type: none"> • Recognize the importance of keeping track of changes in market geography as it might affect channel design strategy • Discuss the concept of efficient congestion as it relates to market density • Realize that any or all of the subdimensions of market behavior are subject to change • Evaluate and discuss farmers' market channels have to have farmers • Describe market geography and channel design strategy
TOPIC (S)	<ul style="list-style-type: none"> • Evaluate the framework for market analysis and its four basic dimensions • Know how market size relates to channel design strategy • Describe the meaning of market behavior in terms of the when, where, how and who shops for products and services • Discuss and describe the cognizant of the implications of changes in market behavior on channel design strategy • Discuss geographical areas for which census data are available in Table 8.1 • Explain market size and channel design strategy and market density and channel design strategy
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Participate in a forum • Instructor led group discussion • Analysis of reading
HOMEWORK & ASSIGNED READINGS	<p>Chapter 8 pp. 234-250 Review Questions p. 251 1-10 Channel Issues for Discussion p. 251 1-7</p>
DATE	WEEK 7
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the definitions of channel management and motivation management in marketing channels • Describe the basic approaches for providing support for channel members • Evaluate the need provide leadership in channels through the effective use of power • Realize that there are significant limitations on the degree of channel control available to the channel manager in an interorganizational setting • Discuss and describe finding out the needs and problems of channel members • Discuss and explain how to offer support to channel members
TOPIC (S)	<ul style="list-style-type: none"> • Recognize the distinction between channel management decisions and

	<p>channel design decisions</p> <ul style="list-style-type: none"> • Discuss the and describe the basic framework for motivating channel members • State the major means for learning about channel member needs and problems • Explain the underlying differences in the relationship implied in the three approaches for supporting channel members • Describe the approaches for learning about member needs and problems • Explain the importance of providing leadership to motivate channel members
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Group discussion • Carry out a micro-class • Review: Chapter Summary
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project</p> <p>Homework: Chapter 9 pp. 257-282 Review Questions p. 283 1-10 Channel Issues for Discussion p. 284 1-8</p>
DATE	WEEK 8
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe the product issues in channel management • Discuss the concept of marketing mix variables as resources for channel management • Recognize the most basic interfaces between new product planning and channel management • Assess the relationship between strategic product management and channel management • Appreciate the role of marketing channels in providing product service • Discuss the new product planning and channel management
TOPIC (S)	<ul style="list-style-type: none"> • Discuss can amazon.com get manufactures to shrink the amount of shrink-wrapped product packaging they produce • Realize that there are many potential interfaces between product management and channel management • Describe the implications of each stage of the product life-cycle for channel management • Evaluate how product differentiation, product positioning, product line expansion and contraction, trading up and trading down and product brand strategy relate to channel management • Discuss and encouraging channel member input for new product planning • Explain fostering channel member acceptance of new products



LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Group discussion • Check of the reading • Analysis of reading
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project Homework: Chapter 10 pp. 290-312 Review Questions p. 313 1-10 Channel Issues for Discussion p. 313 1-7</p>
DATE	WEEK 9
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Explain and describe the importance of pricing issues in marketing channel management • Describe the “anatomy” of channel pricing structure and the pervasiveness of its influence in channel pricing strategy • Recognize the channel manager’s role in influencing the firm’s pricing strategy • Know the basic guidelines for developing effective channel pricing strategy • Discuss and realize that these guidelines are not simple prescriptions for channel pricing strategy • Evaluate some of the most basic and recurring issues in channel pricing policies
TOPIC (S)	<ul style="list-style-type: none"> • Discuss and describe the anatomy of channel pricing structure • Describe the guidelines for developing effective channel pricing strategies • Explain profit margins and the different classes of resellers • Describe rival brands and discuss special pricing deals • Evaluate conventional norms in margins and discuss margin variation on models • Summarize and describe other issues in channel pricing
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Analysis of the examples raised in class • Instructor led group discussion • Case Study 15
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project Homework: Chapter 11 pp. 317-336 Review Questions p. 336 1-12 Channel Issues for Discussion p. 337 1-5</p>
DATE	WEEK 10
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Recognize that resellers (channel member) support is one of the major tools of the manufacturer’s promotional mix • Realize that push promotional strategies are being used with increasing frequency and account for more dollars than pull promotions • Explain the major findings from research on push promotions

	<ul style="list-style-type: none"> • Describe the four types of “kinder and gentler” push promotional strategies • Discuss basic push promotion strategies in marketing channels • Evaluate the channel member behavior resulting from promotional deals involving trade loading in figure 12.6
TOPIC (S)	<ul style="list-style-type: none"> • Describe and discuss the distinction between pull and push promotional strategies • Review promotion through channel members as a major form of channel strategy rather than mere tactical actions to get channel members to sell more products • Describe the basic types of push promotions that require channel member support • Compare the pros and cons of the various promotional strategies in the context of gaining channel member support • Discuss the max factor, the key to growth is less U.S. retailer shelf space • Evaluate special promotional deals and merchandising campaigns
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion • Analysis of assigned reading • Instructor led group discussion
HOMEWORK & ASSIGNED READINGS	<p>Continue research and work on final project Homework: Chapter 12 pp. 340-360 Review Questions p. 360 1-8 Channel Issues for Discussion p. 360 1-7</p>
DATE	WEEK 11
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Describe and define logistics, or physical distribution • Discuss and explain the role of logistics in the firm • Name and state the major components of any logistics system • Assess the distinction between logistics management and channel management • Illustrate the several important interfaces between logistics managements and channel management • Describe briefly the several basic aspects of logistics in channel management, logistics systems, cost and components as well as customers services as the output of the logistics system
TOPIC (S)	<ul style="list-style-type: none"> • Evaluate the recent supply chain management emphasis of logistics • Describe the systems concepts and the total cost approach as they apply to logistics • Recognize that the output of a logistics system is good customer service • Outline and illustrate the four key interfaces between channel

	<p>management and logistics management</p> <ul style="list-style-type: none"> • Discuss who says logistics can't be fashionable • Describe the comparison of traditional and supply chain approaches to the management of logistics in Table 13.1
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Discussion • Case Study 22 • Instructor led group discussion
HOMEWORK & ASSIGNED READINGS	<p>Due: First Draft of Final Project Chapter 13 pp. 365-387 Review Questions p. 388 1-14 Channel Issues for Discussion p. 389 1-8</p>
DATE	WEEK 12
SPECIFIC OBJECTIVES	<p>MIDTERM EXAM II</p> <ul style="list-style-type: none"> • Recognize the importance of evaluating channel member performance • Describe the difference between performance evaluation and day-to-day monitoring • Analyze the key criteria used in the channel member performance audit • Explain that corrective actions are sometimes necessary to improve channel member performance and that they are preferable to the termination of channel members • Describe the scope and frequency of channel member performance evaluation and discuss the four things that affect them • List and describe the application criteria to evaluate channel member performance
TOPIC (S)	<ul style="list-style-type: none"> • Describe the factors that limit the scope and frequency of evaluations • Evaluate the basic format for a channel member performance audit • Explain the three basic approaches for applying performance criteria • Discuss and evaluate if dealers don't measure up, they get dear john letters instead of John Deere tractors • Discuss thirty-four performance measures used in study of channel member performance in the heavy truck industry • Describe the issues associated with economic satisfaction vs. social satisfaction of channel members in Table 14.4
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Participate in a forum • A review of the literature • Group discussion
HOMEWORK & ASSIGNED READINGS	<p>Chapter 14 pp. 393-410 Review Questions p. 411 1-10 Channel Issues for Discussion p. 411 1-5</p>
DATE	WEEK 13

SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Recognize that electronic marketing channels have become an everyday reality • Assess and appreciate the difference between use of the Internet for information gathering versus true Internet-based interactive shopping • Describe the limitations of the Internet in terms of product flow and order fulfillment • Name and state the key implications of electronic marketing channels for the six major decision areas of marketing channel strategy • Compare and contrast disintermediation versus reintermediation • Discuss the information flow versus the product flow
TOPIC (S)	<ul style="list-style-type: none"> • Describe and define what is meant by electronic marketing channels • Realize that electronic marketing channels can result in both disintermediation and reintermediation in channel structure • Explain the familiar developments and trends in electronic marketing channels • Discuss the electronic channels meet traditional channels at L.L. Bean • Analyze and describe the virtual channel structure versus conventional channel structure • Describe the developments and trends in mobile electronic channels
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Instructor led group discussion • Study: Key Terms • Carry out a micro-class
HOMEWORK & ASSIGNED READINGS	<p>Editing & Revision of Final Project Chapter 15 pp. 417-440 Review Questions p. 441 1-13 Channel Issues for Discussion p 442 1-6</p>
DATE WEEK 14	
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"> • Realize the franchise channels are a particular type of marketing channel • Recognize the scope and importance of franchise channels • Describe the downsides associated with franchise channels • Discuss the channel management implications of franchise channels • Explain the franchise channels concepts and terminology • Evaluate the rationale for franchise marketing channels and cite the three major reason for distributing via franchise channels
TOPIC (S)	<ul style="list-style-type: none"> • Summarize and describe some keys franchise jargon • Describe the rationale underlying franchise channels • Assess the different perspectives of franchisor and franchisee with regard to the rationale and downsides of franchise channels • Discuss a loss leaders is a good thing says the franchisor. No it's a bad



	<p>thing says the franchisees</p> <ul style="list-style-type: none"> • Evaluate the scope and importance of franchise channels • Describe the four factors that affect the scope and frequency of evaluations for franchisee performance
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Instructor led group discussion • Analysis of reading • Case Study 25
HOMEWORK & ASSIGNED READINGS	<p>Editing & Revision of Final Project Chapter 16 pp. 445-461 Review Questions p. 462 1-15 Channel Issues for Discussion p. 462 1-5</p>
DATE	WEEK 15
SPECIFIC OBJECTIVES	<p>Final Project Final Presentation Final Exam</p> <ul style="list-style-type: none"> • Recognize the importance of services as a major and rapidly growing sector of the U.S. economy • Explain the five characteristics of services that distinguish them from products • Describe the problems presented by the inseparability of services and the difficulties of standardizing services for channel design and management • Assess how the perishability of services affects channel strategy, design and management • Recognize the need to consider marketing channels from an international perspective • Discuss the key environmental factors affecting international marketing channels • Describe how to approach the design of marketing channels from an international perspective • Evaluate the major facets in motivating channel members from an international viewpoint
TOPIC (S)	<ul style="list-style-type: none"> • Realize that the basic objectives of both product marketing and service marketing are the same • Discuss how marketing channels can be instrumental in tangibilizing services • Evaluate the need for customer involvement in many services • Describe the additional perspectives on marketing channels for services so as to recognize possible relationships between services and marketing channels • Explain the broader and more complex environment within which

	<p>international marketing channels operate</p> <ul style="list-style-type: none"> • Discuss the behavioral aspects as they influence international channels • Evaluate the various channel structures associated with international marketing channels • Describe and discuss that exercising leadership in international marketing channels is often more difficult than in domestic marketing channels
LEARNING ACTIVITIES	<ul style="list-style-type: none"> • Focus on Channels • Review: Summary • Group discussion
HOMEWORK & ASSIGNED READINGS	<p>Chapter 17-18 pp. 485-516 Review Questions p. 497 1-12, p. 517 1-10 Channel Issues for Discussion p. 1-5, p. 517 1-7</p>

Instructional Methods

In developing methodological strategies, it is best to discuss them between teachers and students in an environment of freedom and mutual agreement in order to ensure that the students make them their own and take responsibility for their execution and for attaining the goals of this course.

The following strategies may be used in this class:

1. A review of the literature.
2. Check of the reading.
3. Analysis of assigned readings.
4. Group discussions.
5. Individual and group discussions.
6. Preparation of reports.
7. Preparation of a didactic plan.
8. Carrying out a micro-class.

Additional Instructional Materials and References

- Distribution Channels: Understanding and Managing Channels to Market by Julian Dent (Paperback-August 15,2001)
- Marketing Channels: A Relationship Management Approach by Loue E. Pelton (Hardcover-September 2001)

- Marketing Channels, 7/e, by Anne Coughlan, Erin Anderson, Louis W. Stern, Adel El-Ansary (Paperback-December 29,2005)

Assessment Criteria and Methods of Evaluating Students

96 – 100%	→ A
90 – 95%	→ A-
87 – 89%	→ B+
83 – 86%	→ B
80 – 82%	→ B-
77 – 79%	→ C+
73 – 76%	→ C
70 – 72%	→ C-
67 – 69%	→ D+
63 – 66%	→ D
60 – 62 %	→ D-
< 59%	→ F

Do not count on a curve!

Generally, the grades “A” through “C-” are considered passing grades. Grades "W" and "I" indicate that no grades were earned for the course. A "W" grade indicates that the student withdrew from the course. An "I" grade indicates that the student was passing the course, but failed to complete all the required course work. The instructor, in his/her discretion may grant an "I" grade instead of an "F", pending completion of the course work by the student within a specified time arranged by the instructor and told to the student. It is the student's responsibility to follow-up with the instructor to complete the course work. If the course work is not completed by the arranged time, the “I” grade becomes an “F”.

Distribution of Grade Elements

Homework:	15% (5% each)
Exams I, II, III:	30% (10% each)
Final Presentation:	30% (15% each)
Final Research Project:	25%
Total:	100 %



Date Syllabus Was Last Reviewed: 11-10-12