

**Sabancı BA & MBA Program**  
**Spring 2023**  
**MKTG 412 & 512 – Marketing Channel Management & Retailing**

*Note: We may have to revise the course plan according to the countrywide reassessment to be made regarding higher education. This is expected to happen at the beginning of April. The content to be delivered is certain but the method of course delivery, the number and dates of exams, and some other details are subject to change.*

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**Web:** SuCourse  
**Office Hours:** Monday 14:30-15:30

Type	Time	Days	Where
Class	15:40 am - 18:30 pm	M	<a href="https://sabanciuniv.zoom.us/meeting/register/tJlkd-6trkjEte2e4vcymC_mZASGejci-tC">https://sabanciuniv.zoom.us/meeting/register/tJlkd-6trkjEte2e4vcymC_mZASGejci-tC</a> FASS 1098

**Course Objective:**

This course is designed to give you the knowledge and skills to design, develop, implement, and critically evaluate the retail and marketing channel management strategy for a company. Accordingly, we will review both the strategic and operational aspects of go-to-market channels and cover the tactical considerations of the management of marketing channels through which products and services are moved from their point of origin to their point of consumption.

**Learning Outcomes:**

Upon completion of this course, you should be able to

- develop a thorough understanding of how a manufacturer develops its “go-to-market” strategy.
- analyze, discuss, and integrate retail and channel management theories to evaluate the likely outcomes of product, place, price, and promotion decisions of channel members.
- evaluate the evolution of the retailing industry, understand the drivers of change, and interpret the possible consequences of recent retail trends for retailers, manufacturers, and consumers.
- gain insights into how channel members use information systems, big data, and analytical methods to improve decision making in retailing.
- apply marketing theories and concepts to business cases.

In addition, the course also aims to promote critical and analytical thinking, enhance decision-making, team-working, and communication skills.

**Course Material:**

1. Business articles in course reader
2. Articles in Scholarly and Managerial Journals (see reading list)
3. Assignment Instructions and Lecture Notes (posted on course webpage)

**List of Cases**

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<b>Case 1</b>	<b>Date:</b>	<b>TBA</b>
	Case:	Château Margaux: Launching the Third Wine
	Type:	paper
	Subject:	Distribution Decisions
	Teamwork:	Yes
	Grading:	Individual

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**Optional Reading Material:**

Goworek, H., & McGoldrick, P. (2015). Retail Marketing Management: Principles and Practice. Pearson Higher Ed. ISBN: 9780273758747

**Course Web:**

Students are expected to check the course website frequently as assignments, lecture notes, and grades will be posted on the website.

Sabancı University uses a very powerful web-based tool called Turnitin. Turnitin is the worldwide standard in online plagiarism prevention. It allows instructors to compare student papers against a database composed of millions of articles. Every paper you submit will be scanned by Turnitin, and results will be reflected in your grades.

**Instructional Design:**

We will have a variety of learning activities including the presentation of concepts and principles by the instructor, discussion of current practices and trends in the business environment which relate to the topic (as presented in selected newspapers and magazines), and discussion of the implications of latest scholarly research and case studies.

Each lecture will have a theme, and we will learn about it through videos, articles and discussion. You are required to read the assigned articles in advance of the lectures. In a typical session, I will first explain and clarify key theories and concepts of retail and channel management. Next, we will have a discussion or debate in which we will apply theories and concepts to business cases. These classroom discussions will provide an opportunity for further exploration of the concepts and examples. Students are encouraged to find and use outside resources (cases, press readings, examples) to enhance their understanding and judgment of the course topics. Advancing other students'

collective skills and knowledge by sharing a research finding, an opinion, an illustrative example or a case in class is highly encouraged. Although the lectures address the material in the articles, we also introduce a substantial amount of new material during class time.

**Grading:**

Term Project and Presentation (teamwork)	20%
In-class Learning Activities in Discussion Sessions (includes in-class assignments, participation in case discussions and debates)	20%
Research Participation	5%
Capstone Case write-up	5%
Quiz	20%
Exam	30%

Peer Evaluation in Teamwork

Students will be asked to provide an evaluation of the members of their team in the course project. Each student will rate the performance of the members of her team, including herself. This evaluation should reflect that person's judgment of the contribution of the members of her team. The scores should not be merely functions of time spent by each member, but they should be measures of the "contribution;" their relative contribution to the idea generation, research, analysis, writing, oral presentation, report writing, etc. If the team was highly functional, and each member did what they committed themselves to, then the student can assign the same mark to each member of the team. If, on the other hand, some members of the team did not fulfill their commitments and did not contribute as much as the others, then points can be distributed unevenly.

The points submitted by all members of the team will be aggregated by the instructor. Every student will be given his/her aggregate peer evaluation, without disclosing the individual peer evaluations to the students.

In case there is no consensus among the team, for example, if three students divide the marks evenly and the fourth one divides them unevenly, then the instructor will use his/her judgment to assign peer evaluation marks--possibly after meeting with the members of the team.

In cases where there are conflicting marks, it is most likely that the instructor will meet with the team members and provide a mark based on an interview. For example, in a group of four, if Students A and B believe they did most of the work, and Students C and D believe otherwise, the team may be called in for an interview in order to be fair to everyone. Past experience indicates that in most groups points will be distributed evenly. There will be a few groups where peer evaluations will play a role in the marks. The primary goal of this exercise is to avoid giving undeserved credit to individuals who did not help their teams. However, it is possible to have upwards adjustments of marks in case of students who have done more than what the group expected of them.

The peer evaluation will have a direct impact on your project grade. To give a simple example, if the group mark is 15 out of 20, and if your peer evaluation indicates that your contribution was less than what was expected, then your project mark will be less than 15 out of 20. There are no simple rules for adjustment.

### **Requirements:**

*Term Project & Presentation:* Students are expected to identify a business problem that is relevant to marketing channel managers. After discussing the problem with the instructor, students should review both the academic and managerial literature and conduct interviews with business professionals to gain insight into many facets of the topic. Next, students should carefully synthesize and evaluate different viewpoints, choose their own viewpoint, show why they think it is appropriate, how it is different from others, and why they think it best addresses the problem. This assignment will culminate in a video clip, an in-class discussion, and a report to be handed in at the term's end. Each team is expected to have at least one meeting with the instructor before the final presentation.

*In-class Learning Activities (includes in-class exercises, case discussions, and debates):* Discussion sessions will provide an opportunity for further exploration of the concepts and examples. Students are expected to be prepared at all times to contribute to and comment in any class discussion. The assessment of your contribution will be based on your ability to communicate your ideas effectively and how much you advance other students' skills and knowledge by sharing a research finding, an opinion, an insightful observation, or an illustrative example. In addition, there will be several activities in class which will give students the opportunity to advance their understanding of course topics by engaging in debates, in-group discussions, and analyses of mini-cases & business articles.

*Survey/Research Participation:* Many of the theories and findings that we learn in our marketing classes, especially those in consumer behavior, are based on behavioral research. In order to produce knowledge, our faculty members conduct behavioral studies regularly. As a learning experience and also as a part of this knowledge production process, we hope that you will participate in some research studies. Through participation, you will learn more about how behavioral research is conducted as well as some specific topics that are being pursued by our faculty members. Students will be informed about the date of research studies and further instructions via SuCourse Announcements.

*Capstone Case Write-up:* We will discuss a capstone case towards the end of the course. This case touches on several fundamental issues in channel design and how distribution strategy should be aligned with branding strategy. Each student is expected to provide a one-page (font size 12 point, spacing 1.5, and normal margins) written response to a case preparation question. The assignment will promote effective classroom discussions and enable us to use time more effectively.

*Quiz:* Quizzes will be primarily over reading material. Quizzes can be announced or unannounced.

*Exam:* The exam will be given at the end of the course. Students will be informed about the exact date and the location of the exam during the semester (it may take 4-5 weeks for Student Resources to finalize exam schedule). Please check SuCourse announcements for information about the exam. The exam questions are designed to distinguish those who have learned something in this class from those who have not. There will be a review session before the exam.

### **Academic Honesty:**

Learning is enhanced through cooperation and as such you are encouraged to work in groups, ask for and give help freely in all appropriate settings. At the same time, as a matter of personal integrity, you should only represent your own work as yours. Any work that is submitted to be evaluated in this class should be an original piece of writing, presenting your ideas in your own words. Everything you borrow from books, articles, or web sites (including those in the syllabus) should be properly cited. Although you are encouraged to discuss your ideas with others (including your friends in the class), it is important that you do not share your writing (slides, MS Excel files, reports, etc.) with anyone. Using ideas, text and other intellectual property developed by someone else while claiming it is your original work is *plagiarism*. Copying from others or providing answers or information, written or oral, to others is *cheating*. Unauthorized help from another person or having someone else write one's paper or assignment is *collusion*. Cheating, plagiarism and collusion are serious offenses that could result in an F grade and disciplinary action. Please pay utmost attention to avoid such accusations.

For more information on Academic Honesty policies at Sabanci University, all students **must read** the Academic Integrity Handbook (you can access the handbook via this link: <https://ciad.sabanciuniv.edu/en/academic-integrity>)

### **Classroom policies and conduct**

Our program values participatory learning. Establishing the necessary social order for a participatory learning environment requires that we all:

- Please regularly check course website on SuCourse for announcements, resources, and other course documents. If you have a question about an aspect of the course, please first make sure that you checked all announcements and syllabus. If you cannot find an answer, you can direct it to TA or visit the instructor during office hours.
- Course content created by instructors is considered the instructors' intellectual property, it should not be distributed, shared in any public domain, or sold without prior written consent. Students are not allowed to record lectures. Ethics committee may run an investigation if a student shares course content in public domains.
- Oral exam will be applied in case necessary (for make-up exams).
- In case there is an online session, you must attend the synchronous Zoom lectures, recitations, etc. and real-time online exams with your SU email account. Students are also expected to register course meetings beforehand, so their attendance can be

tracked. Attending classes using another person's email & Zoom accounts will not be allowed.

- Come prepared to make helpful comments and ask questions that facilitate your own understanding and that of your classmates. This requires that you complete the assigned readings for each session before class starts.
- Come to class on time. Latecomers has a negative effect on the learning environment.
- It is the policy of this class for students to turn their cell phones off during the class. If you need an exception, please contact me.
- Attendance: Attendance is a key part of the learning experience. You must attend at least 70% of all class sessions. Please read the following WSJ article, "The Case Against Cutting Class". <https://www.wsj.com/articles/the-case-against-cutting-class-1534374214>
- Attendance and participation are two different things. Your In-Class Learning Activities grade will not reflect your attendance, it will reflect the extent to which you contribute to the collective knowledge we build in class.
- Students with Disabilities: Any student with a disability is encouraged to contact me to discuss special accommodation needs. I will make every effort to help.
- Assignments: Assignment deadlines are given on this syllabus. Assignments must be submitted in the pdf format. Late assignments will have 20% per day deducted up to five days late. All assignments should be submitted via SuCourse. Assignments will be scanned by Turnitin. Emailed assignments will not be accepted (please do not ask for exceptions to this rule).
- Grading Criteria: All assignments will be evaluated using the following criteria: critical thinking, precision, clarity, brevity, relevance, importance, completeness, and originality.
- Changes to Course Calendar: The course calendar given on the last page is subject to change at the instructor's discretion; such changes will be announced on SuCourse, and a revised calendar will be distributed if necessary. It is the student's responsibility to be aware of changes in policies or schedules.

## Course Schedule:

<b>Week 1</b>	<b>Date:</b> 27.2
	Topic: Setting the Scene
	Requirements: Assigned Readings
<b>Week 2</b>	<b>Date:</b> 6.3
	Topic: Channel Design & Multichannel Strategy
	Requirements: Assigned Readings
<b>Week 3</b>	<b>Date:</b> 13.3
	Topic: Channel Design & Multichannel Strategy
	Requirements: Assigned Readings
<b>Week 4</b>	<b>Date:</b> 20.3
	Topic: Channel Coordination
	Requirements: Assigned Readings
<b>Week 5</b>	<b>Date:</b> 27.3
	Topic: Assortment Decisions
	Requirements: Assigned Readings
<b>Week 6</b>	<b>Date:</b> 3.4
	Topic: Private Labels
	Requirements: Assigned Readings
<b>Week 7</b>	<b>Date:</b> 10.4
	Topic: Market, Format, Location Decisions, Store Management, Retail Analytics
	Requirements: Assigned Readings
<b>Week 8</b>	<b>Date:</b> 17.4
	Topic: Price and Promotion Decisions
	Requirements: Assigned Readings
<b>Week 9</b>	<b>Date:</b> 24.4
	Topic: Meetings with Project Teams
	Requirements:
<b>Week 10</b>	<b>Date:</b> 1.5
	Topic: No class – School Holiday due to Labor Day
	Requirements: Case Write-Up (due 5pm, 23.4)
<b>Week 11</b>	<b>Date:</b> 8.5
	Topic: Capstone Case Discussion
	Requirements:
<b>Week 12</b>	<b>Date:</b> 15.5
	Topic: Term Project Presentations
	Requirements: Peer Evaluation Report (due 5pm, 6.5) Term Project Report & Video (due 5pm, 6.5)
<b>Week 13</b>	<b>Date:</b> 22.5
	Topic: Exam (exact date TBA, please check announcements)
	Requirements:
<b>Week 14</b>	<b>Date:</b> 29.5
	Topic: Review Session and Conclusion
	Requirements:

- You can find assigned readings for each week in course reader (available on SuCourse)