Glassboro State College Senate Curriculum Committee

Approval Form

Proposal Title: Marketing Channels, New Course Proposal

Sponsor(s) James T. Strong  Dept: Marketing  Ext. 646#

Check one:  
☐ Course  ☐ Specialization  ☐ Concentration  ☐ Minor  ☐ Achievement Certificate  
☐ Certification Program  ☐ Major Program  ☐ Minor Change  

☐ Undergraduate  ☐ Graduate  3 Credit Hours

Step 1 (Department)

☐ Approved  Date  
☐ Not Approved  

Dept. Chairperson  

☐ Reviewed  Date  

Dept. Chairperson

Step 2 (Receipt)

☐ SCC#  87-88-72  

Proposal Received  4/18/87  Date

School Curric. Comm. Chairperson

Step 3 (School CC)

Reviewed  11/4/87

☐ Approved  
☐ Not Approved  

Comments:

Step 4 (Academic Dean)

☐ Recommend  
☐ Not Recommend  
☐ Conditionally Recommend (see comments)  

Reviewed  11/19/87  

Signature, Dean of School

Step 5 (SCC)

Open Hearing  12/14/87  
☐ Approved by Senate Curriculum Committee  11/3/87  

☐ Returned to sponsor(s) for the following reasons:

Fund  in  question  

Submit request for the deletion of the combined course 0501  385

Step 6 (Senate)

Presented to Senate  12/22/87  

☐ Approved  ☐ Not Approved  

Notification to Vice-President for Academic Affairs  2/18/88  

Signature, SCC Chairperson
Step 6 (Senate)

Received 2/15/69

If no, reasons are as follows:

+ Delete - Physical Distribution + Channel
  MCT, 0509.385

Student credit hours 3

Faculty load hours 3

Equalized credit hours 3

Official copy and approval sheet filed ____________________ Date ____________________

[Signature, Vice-President for Academic Affairs]

Registrar

REC. Hegis II ____________________ Date ____________________

Approved course description received ____________________ Date ____________________

Hegis Taxonomy and Course Number assigned ____________________

[Signature, Registrar] ____________________ Date ____________________

Notification forwarded:

☐ Senate Curriculum Committee Chairperson

☐ Department Chairperson(s)

☐ Academic Dean(s)

☐ Registrar

☐ Sponsor(s)
GLASSBROD STATE COLLEGE
SCHOOL OF BUSINESS ADMINISTRATION

NEW COURSE PROPOSAL

Course Proposal Format

Details

Course title: Marketing Channels 3 S.H.

Sponsor: James T. Strong, Assistant Professor of Marketing, School of Business Administration

Course level: Juniors and Seniors

Curricular effect: This course will be taken as a marketing elective, business elective or free elective and added to the business elective list.

Prerequisites: Principles of Marketing

Suggested time and scale of implementation:

This new course should be offered in the Fall of 1988.

Adequacy of present staff: There are several Marketing faculty qualified to teach this course.

Rationale

Presently we are teaching a course entitled Physical Distribution and Channel Management. These subject areas are too broad to adequately cover in one course. What has happened is that depending on the instructor the course has emphasized either Physical Distribution or Channel Management but not both. Unfortunately, students are not aware of the focus of the course until they examine the syllabus. We are suggesting splitting these courses into two separate courses to enhance learning and improve student course selection.

Essence of the Course

Objective of the course in relation to student outcomes:

This course examines the role of marketing channels in creating an effective marketing mix. The course will focus on how marketing channels, often ignored, can be
used to create competitive advantage. The fundamental question driving the course will be given a specific marketing environment in the long term what is the optimal marketing channel. Newer channel configurations such as vertical marketing systems will be examined and the theory behind vertical integration will be discussed. The course is divided into two major parts, the principles of effective marketing channel management and how those principles are operate in marketing environments.

Students must be able to:

1) Understand what role marketing channels play in the marketing mix
2) Understand the strengths and weaknesses of the various channel configurations
3) Have an appreciation of the economic and interorganizational theory behind vertical integration and vertical marketing systems
4) Be aware of appropriate channel management principles

Course and Student Evaluations:

1) The course will be evaluated with the AACC questionnaire
2) Students will be evaluated by 3 objective exams, their participation in class discussions and written case analyses

Topical outline and content:

1) Definitions of marketing channels and participants
2) Economic theory of marketing channels
3) Behavior theory of marketing channels - power and conflict
4) Designing and implementing optimal marketing channels
5) Managing channel members
6) Vertical marketing systems and vertical integration
7) International marketing channels

Result of Consultation:

Consultation with other marketing faculty and business leaders indicates a need for this course. This course is appearing in many marketing curriculums because of the important role distribution plays in marketing and corporate strategy. It is one of the four elements that marketers can manage to improve performance and deserves the specific attention of a separate course.
Catalog Description:

This course discusses how channels can be strategically managed to serve as a competitive advantage for the firm. Key topics include power and conflict within the channel; middlemen; vertical marketing systems; and managing channel members.

Prerequisites: Principles of Marketing 0509300