



LOGS12002 *Markets, Channels and Sales*

Term 1 - 2018

Profile information current as at 21/05/2024 10:00 am

All details in this unit profile for LOGS12002 have been officially approved by CQUniversity and represent a learning partnership between the University and you (our student). The information will not be changed unless absolutely necessary and any change will be clearly indicated by an approved correction included in the profile.

General Information

Overview

The unit introduces the students to the symbiotic relationship between marketing and logistics. This is achieved by creating the connection between the channel design as a means of facilitating the organisation's sales objectives and logistics as a means of fulfilling the sales orders.

Details

Career Level: *Undergraduate*

Unit Level: *Level 2*

Credit Points: 6

Student Contribution Band: 10

Fraction of Full-Time Student Load: 0.125

Pre-requisites or Co-requisites

There are no requisites for this unit.

Important note: Students enrolled in a subsequent unit who failed their pre-requisite unit, should drop the subsequent unit before the census date or within 10 working days of Fail grade notification. Students who do not drop the unit in this timeframe cannot later drop the unit without academic and financial liability. See details in the [Assessment Policy and Procedure \(Higher Education Coursework\)](#).

Offerings For Term 1 - 2018

- Distance

Attendance Requirements

All on-campus students are expected to attend scheduled classes - in some units, these classes are identified as a mandatory (pass/fail) component and attendance is compulsory. International students, on a student visa, must maintain a full time study load and meet both attendance and academic progress requirements in each study period (satisfactory attendance for International students is defined as maintaining at least an 80% attendance record).

Website

[This unit has a website, within the Moodle system, which is available two weeks before the start of term. It is important that you visit your Moodle site throughout the term. Please visit Moodle for more information.](#)

Class and Assessment Overview

Recommended Student Time Commitment

Each 6-credit Undergraduate unit at CQUniversity requires an overall time commitment of an average of 12.5 hours of study per week, making a total of 150 hours for the unit.

Class Timetable

[Regional Campuses](#)

Bundaberg, Cairns, Emerald, Gladstone, Mackay, Rockhampton, Townsville

[Metropolitan Campuses](#)

Adelaide, Brisbane, Melbourne, Perth, Sydney

Assessment Overview

1. **Group Work**

Weighting: 20%

2. **Written Assessment**

Weighting: 35%

3. **Written Assessment**

Weighting: 45%

Assessment Grading

This is a graded unit: your overall grade will be calculated from the marks or grades for each assessment task, based on the relative weightings shown in the table above. You must obtain an overall mark for the unit of at least 50%, or an overall grade of 'pass' in order to pass the unit. If any 'pass/fail' tasks are shown in the table above they must also be completed successfully ('pass' grade). You must also meet any minimum mark requirements specified for a particular assessment task, as detailed in the 'assessment task' section (note that in some instances, the minimum mark for a task may be greater than 50%). Consult the [University's Grades and Results Policy](#) for more details of interim results and final grades.

CQUniversity Policies

All University policies are available on the [CQUniversity Policy site](#).

You may wish to view these policies:

- Grades and Results Policy
- Assessment Policy and Procedure (Higher Education Coursework)
- Review of Grade Procedure
- Student Academic Integrity Policy and Procedure
- Monitoring Academic Progress (MAP) Policy and Procedure – Domestic Students
- Monitoring Academic Progress (MAP) Policy and Procedure – International Students
- Student Refund and Credit Balance Policy and Procedure
- Student Feedback – Compliments and Complaints Policy and Procedure
- Information and Communications Technology Acceptable Use Policy and Procedure

This list is not an exhaustive list of all University policies. The full list of University policies are available on the [CQUniversity Policy site](#).

Previous Student Feedback

Feedback, Recommendations and Responses

Every unit is reviewed for enhancement each year. At the most recent review, the following staff and student feedback items were identified and recommendations were made.

Feedback from Unit Coordinator

Feedback

No student feedback was provided in 2017, no students enrolled until 2018.

Recommendation

Develop the unit ready for 2018 enrolments.

Unit Learning Outcomes

On successful completion of this unit, you will be able to:

1. Recall and define key logistics functional areas and their value to markets and customers.
2. Investigate the concepts of logistics integration and trade-offs and their value to markets and customers.
3. Critically analyse the concept of organisations routes to market and how effectively they fulfil sales objectives.
4. Critically examine the channel gap analysis concept and complete an analysis.
5. Develop strategies for managing conflicts in supply chains between marketing, sales and logistics.

Alignment of Learning Outcomes, Assessment and Graduate Attributes



Alignment of Assessment Tasks to Learning Outcomes

Assessment Tasks	Learning Outcomes				
	1	2	3	4	5
1 - Group Work - 20%	•	•	•		
2 - Written Assessment - 35%		•	•	•	•
3 - Written Assessment - 45%			•	•	•

Alignment of Graduate Attributes to Learning Outcomes

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
1 - Communication	•	•	•	•	•
2 - Problem Solving					•
3 - Critical Thinking	•	•	•	•	•
4 - Information Literacy	•	•	•	•	•

Graduate Attributes	Learning Outcomes				
	1	2	3	4	5
5 - Team Work					•
6 - Information Technology Competence					
7 - Cross Cultural Competence					•
8 - Ethical practice	•	•	•	•	•
9 - Social Innovation					
10 - Aboriginal and Torres Strait Islander Cultures					

Alignment of Assessment Tasks to Graduate Attributes

Assessment Tasks	Graduate Attributes									
	1	2	3	4	5	6	7	8	9	10
1 - Group Work - 20%	•	•	•	•	•	•	•	•		
2 - Written Assessment - 35%	•	•	•	•	•		•	•		
3 - Written Assessment - 45%	•	•	•	•	•		•	•		

Textbooks and Resources

Textbooks

LOGS12002

Prescribed

Marketing Channel Strategy

Edition: 8th (2016)

Authors: Palmatier, R., Stern, L., El-Ansary, A. & Anderson, E.

Routledge

Abingdon, Oxon , England

ISBN: 9781315506456 e-text

Binding: Other

Additional Textbook Information

The e-text is also available at a discounted rate.

[View textbooks at the CQUniversity Bookshop](#)

IT Resources

You will need access to the following IT resources:

- CQUniversity Student Email
- Internet
- Unit Website (Moodle)

Referencing Style

All submissions for this unit must use the referencing style: [American Psychological Association 6th Edition \(APA 6th edition\)](#)

For further information, see the Assessment Tasks.

Teaching Contacts

Jan Lewis Unit Coordinator
m.lewis@cqu.edu.au

Schedule

Week 1 - 05 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Understanding Channels	Chapter 1	

Week 2 - 12 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
End - User analysis	Chapter 2	

Week 3 - 19 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Channel analysis	Chapter 3 & 4	

Week 4 - 26 Mar 2018

Module/Topic	Chapter	Events and Submissions/Topic
Designing channel structures and strategies	Chapter 5	

Week 5 - 02 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Retailing	Chapter 6	

Vacation Week - 09 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Week 6 - 16 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Wholesaling	Chapter 7	Assessment 1: Group Work : Discuss some of the new trends or emerging trends in channel management Due: Week 6 Monday (16 Apr 2018) 3:00 pm AEST

Week 7 - 23 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Franchising	Chapter 8	

Week 8 - 30 Apr 2018

Module/Topic	Chapter	Events and Submissions/Topic
Emerging Channels	Chapter 9	

Week 9 - 07 May 2018

Module/Topic	Chapter	Events and Submissions/Topic
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Manage channel power	Chapter 10	Assessment 2: Individual Assessment - Business Review Due: Week 9 Monday (7 May 2018) 3:00 pm AEST
Week 10 - 14 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Manage channel conflicts	Chapter 11	
Week 11 - 21 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Manage Channel Relationships	Chapter 12 & 13	
Week 12 - 28 May 2018		
Module/Topic	Chapter	Events and Submissions/Topic
Manage channel logistics	Chapter 14	
Review/Exam Week - 04 Jun 2018		
Module/Topic	Chapter	Events and Submissions/Topic
		Assessment 3: Individual Assessment - Strategic Plan Due: Review/Exam Week Monday (4 June 2018) 3:00 pm AEST
Exam Week - 11 Jun 2018		
Module/Topic	Chapter	Events and Submissions/Topic

Assessment Tasks

1 Assessment 1: Group Work : Discuss some of the new trends or emerging trends in channel management

Assessment Type

Group Work

Task Description

As you will be working in groups of three for this assessment, the Unit Co-ordinator will assign you to a group as soon as possible. Your group can choose any business or organization operating in Australia. It can be a company that you work for, have worked for previously, one you want to work for or one that you own. For example you can choose Apple as the organisation. You may want to focus on how Apple distributes its Phones, Laptops or iPads. Alternatively, it can be Energizer a fast moving consumer goods (FMCG) organisation, that sells batteries, chargers and flashlights. Try to find a company using new channels to distribute its product to the customer in order to determine the effectiveness of these new channels based on meeting sales objectives.

Each group is required to research channel management of the organisation's products. Discuss the current channel or the channel management strategies it uses and report on your findings in a structured business report format with a 1500 word limit. Groups must use peer-reviewed journals and support their findings with at least 10 academic references.

Use the following learning outcomes to guide the content for this assessment:

Recall and define key logistics functional areas and their value to markets and customers.

Investigate the concepts of logistics integration and trade-offs and their value to markets and customers.

Critically analyse the concept of organisations routes to market and how effectively they fulfil sales objectives.

Important: You need to get approval from the unit coordinator about your chosen company before you start working on your assessment.

The format for Assessment 1 will be as follows:

1. Title page with all group member names as shown in Moodle, student IDs, word count for sections 4 to 9
2. Executive summary (one page)
3. Table of contents
4. Brief introduction of the organisation and products
5. Description of the channels and strategies the organisation uses.
6. How do the channel management strategies of your chosen organisation differ to those of a main competitor?

7. Identify one or two key channel management issues that the organisation must address.
8. Recommendations for your chosen organisation.
9. Conclusion.
10. Reference list using APA formatting.
11. Appendices – only if absolutely essential.

Note that word count (1500 words) applies from sections 4 to 9.

Assessment Due Date

Week 6 Monday (16 Apr 2018) 3:00 pm AEST

Return Date to Students

Week 8 Monday (30 Apr 2018)

Weighting

20%

Assessment Criteria

A marking rubric developed by the Unit Coordinator will be used in assessing the report. This Rubric is available on the Moodle site, which consists of the following areas of assessment and the relevant marks:

Channel analysis - 20 marks

Channel external review - 20 marks

Channel internal review - 20 marks

Identification of key issues - 20 marks

Report writing and format - 10 marks

Citation and APA references - 10 marks

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 1 for every 100 words over the allowed 1500 words limit).

Penalties apply for late submission (5% of the total mark will be deducted for Assessment 1 per day unless an approved extension has been granted).

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online Group

Submission Instructions

Only one group member needs to submit the assessment.

Learning Outcomes Assessed

- Recall and define key logistics functional areas and their value to markets and customers.
- Investigate the concepts of logistics integration and trade-offs and their value to markets and customers.
- Critically analyse the concept of organisations routes to market and how effectively they fulfil sales objectives.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Information Technology Competence
- Cross Cultural Competence
- Ethical practice

2 Assessment 2: Individual Assessment - Business Review

Assessment Type

Written Assessment

Task Description

This is an applied assessment and to be undertaken individually. In Assessment 2, students are required to conduct a Business Review of a company of your choice. In preparing your report, your approach should be that of a “management consultant” who is seeking to answer, “where is the organisation right now?” Please use the concepts that you were taught from Week 1 to Week 7 in reviewing the current position of the organisation. Use the following learning outcomes

to guide the content that needs to be addressed for this assessment.
Investigate the concepts of logistics integration and trade-offs and their value to markets and customers.
Critically analyse the concept of organisations routes to market and how effectively they fulfill sales objectives.
Critically examine the channel gap analysis concept and complete an analysis.
Develop strategies for managing conflicts in supply chains between marketing, sales and logistics.
You are required to support your arguments with credible research from peer-reviewed journals, you are expected to have at least 12 references in addition to your textbook. The word count limit for this report is 1500.

The format for the assessment will be as follows:

1. Title page with all group member names as shown in Moodle, student IDs, word count for sections 4 to 9
2. Executive summary (one page)
3. Table of contents
4. Brief introduction of the organisation and products
5. Description of the channels and strategies the organisation uses.
6. How do the channel management strategies of your chosen organisation differ to those of a major competitor?
7. Identify one or two key channel management issues that the organisation must address.
8. Recommendations for your chosen organisation.
9. Conclusion.
10. Reference list using APA formatting.
11. Appendices – only if absolutely essential.

Students are required to choose an organisation that uses one of the three types of channel management approach: retail, wholesale or franchise. Discuss the challenges, benefits, issues, emerging trends and logistics issues that the organisation faces in that type of channel. Students are required to research about the chosen organisation supported with literature (at least 12 references from peer-reviewed journals).

Assessment Due Date

Week 9 Monday (7 May 2018) 3:00 pm AEST

Return Date to Students

Week 11 Monday (21 May 2018)

Weighting

35%

Assessment Criteria

A marking rubric developed by the Unit Coordinator will be used in assessing the report. This Rubric is available on the Moodle site which consists of the following areas of assessment and the relevant marks:

Channel analysis - 20 marks
Channel external review - 20 marks
Channel internal review - 20 marks
Identification of key issues - 20 marks
Report writing and format - 10 marks
Citation and references - 10 marks

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 2 for every 100 words over the allowed 1500 words limit).

Penalties apply for late submission (5% of the total mark will be deducted for Assessment 2 per day unless an approved extension has been granted).

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Learning Outcomes Assessed

- Investigate the concepts of logistics integration and trade-offs and their value to markets and customers.
- Critically analyse the concept of organisations routes to market and how effectively they fulfil sales objectives.
- Critically examine the channel gap analysis concept and complete an analysis.
- Develop strategies for managing conflicts in supply chains between marketing, sales and logistics.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Cross Cultural Competence
- Ethical practice

3 Assessment 3: Individual Assessment - Strategic Plan

Assessment Type

Written Assessment

Task Description

This is an individual assessment. In assessment 3, you are required to develop a strategic plan for an investor who has AUD \$500,000,000 to spend on starting a retail business. As a consultant you are to develop a plan in the form of a business management report (with a 2000 word limit) to advise the investor of your findings and recommendations. You are required to support your work with research material from peer-reviewed journals, you are expected to have at least 12 references in addition to your textbook.

You will use all the theory and concepts that you have learned from this unit over the 12 weeks. You are required to apply a SWOT analysis of this new business.

You can choose from a range of products. The products may be cosmetics, toys or stationery that you are going to market through various channels. You need to clearly define the supply chain or value chain that is going to be applied in your recommendations.

Use the following learning outcomes to guide your content for this assessment:

Critically analyse the concept of organisations routes to market and how effectively they fulfil sales objectives.

Critically examine the channel gap analysis concept and complete an analysis.

Develop strategies for managing conflicts in supply chains between marketing, sales and logistics.

There is a marking rubric for this assessment, which will be adhered to by the Unit Coordinator.

Important: Unlike assessment 1 and 2, in Assessment 3, you need to make up your own company name and include your company name on the cover sheet.

The Business report format for assessment 3 will be as follows:

1. Title page with student name as shown in Moodle, student ID and company name, word count for items 4 to 9.
2. Executive summary (one page)
3. Table of contents
4. Brief introduction to the company
5. Proposed channels, supply chain and marketing strategy.
6. External audit
7. Internal audit
8. Identify one or two key strategic issues that the company must address
9. Conclusion
10. Reference list using APA for 12 academic references including peer-reviewed journal articles.
11. Appendices

Note that word count (2000 words) applies from sections 4 to 9.

Assessment Due Date

Review/Exam Week Monday (4 June 2018) 3:00 pm AEST

Return Date to Students

After Certification of Grades

Weighting

45%

Assessment Criteria

A marking rubric developed by the Unit Coordinator will be used in assessing the report. This rubric is available on the Moodle site which consists of the following areas of assessment and the relevant marks:

Channel analysis - 20 marks
Channel external review - 20 marks
Channel internal review - 20 marks
Identification of key issues - 20 marks
Report writing and format - 10 marks
12 APA formatted academic references - 10 marks

Penalties apply for exceeding word limit (1% mark will be deducted from the total mark for Assessment 3 for every 100 words over the allowed 2000 words limit)

Penalties apply for late submission (5% of the total mark will be deducted for Assessment 3 per day late unless an approved extension has been granted)

Referencing Style

- [American Psychological Association 6th Edition \(APA 6th edition\)](#)

Submission

Online

Submission Instructions

Learning Outcomes Assessed

- Critically analyse the concept of organisations routes to market and how effectively they fulfil sales objectives.
- Critically examine the channel gap analysis concept and complete an analysis.
- Develop strategies for managing conflicts in supply chains between marketing, sales and logistics.

Graduate Attributes

- Communication
- Problem Solving
- Critical Thinking
- Information Literacy
- Team Work
- Cross Cultural Competence
- Ethical practice

Academic Integrity Statement

As a CQUniversity student you are expected to act honestly in all aspects of your academic work.

Any assessable work undertaken or submitted for review or assessment must be your own work. Assessable work is any type of work you do to meet the assessment requirements in the unit, including draft work submitted for review and feedback and final work to be assessed.

When you use the ideas, words or data of others in your assessment, you must thoroughly and clearly acknowledge the source of this information by using the correct referencing style for your unit. Using others' work without proper acknowledgement may be considered a form of intellectual dishonesty.

Participating honestly, respectfully, responsibly, and fairly in your university study ensures the CQUniversity qualification you earn will be valued as a true indication of your individual academic achievement and will continue to receive the respect and recognition it deserves.

As a student, you are responsible for reading and following CQUniversity's policies, including the [Student Academic Integrity Policy and Procedure](#). This policy sets out CQUniversity's expectations of you to act with integrity, examples of academic integrity breaches to avoid, the processes used to address alleged breaches of academic integrity, and potential penalties.

What is a breach of academic integrity?

A breach of academic integrity includes but is not limited to plagiarism, self-plagiarism, collusion, cheating, contract cheating, and academic misconduct. The Student Academic Integrity Policy and Procedure defines what these terms mean and gives examples.

Why is academic integrity important?

A breach of academic integrity may result in one or more penalties, including suspension or even expulsion from the University. It can also have negative implications for student visas and future enrolment at CQUniversity or elsewhere. Students who engage in contract cheating also risk being blackmailed by contract cheating services.

Where can I get assistance?

For academic advice and guidance, the [Academic Learning Centre \(ALC\)](#) can support you in becoming confident in completing assessments with integrity and of high standard.

What can you do to act with integrity?



Be Honest

If your assessment task is done by someone else, it would be dishonest of you to claim it as your own



Seek Help

If you are not sure about how to cite or reference in essays, reports etc, then seek help from your lecturer, the library or the Academic Learning Centre (ALC)



Produce Original Work

Originality comes from your ability to read widely, think critically, and apply your gained knowledge to address a question or problem