



# LOGS12002 *Markets, Channels and Sales*

## Term 1 - 2019

Profile information current as at 02/05/2024 05:00 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 - 2019

- Online

#### 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 Have your say survey

##### Feedback

The Moodle website may be a little difficult to navigate.

##### Recommendation

Streamline the website to make navigation easier.

## 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

(2015)

Authors: Palmatier, R. W., Stern, L. W. & El-Ansary, A. I.

Taylor and Francis

Harlow, Essex, England

ISBN: 1-292-06046-8 or 978-1-292-06046-0

Binding: eBook

#### Additional Textbook Information

Paper copies (if preferred) can be purchased at the CQUni Bookshop here: <http://bookshop.cqu.edu.au> (search on the Unit code)

[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](mailto:m.lewis@cqu.edu.au)

## Schedule

### Week 1 - 11 Mar 2019

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

### Week 2 - 18 Mar 2019

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

### Week 3 - 25 Mar 2019

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

### Week 4 - 01 Apr 2019

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

### Week 5 - 08 Apr 2019

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

### Vacation Week - 15 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic

### Week 6 - 22 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Manage channel power	Chapter 10	<b>New trends or emerging trends in channel management</b> Due: Week 6 Monday (22 Apr 2019) 3:00 pm AEST

### Week 7 - 29 Apr 2019

Module/Topic	Chapter	Events and Submissions/Topic
Manage channel conflicts	Chapter 11	

### Week 8 - 06 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Manage channel relationships	Chapter 12 & 13	<b>Individual Assessment - Business Review</b> Due: Week 8 Monday (6 May 2019) 3:00 pm AEST

### Week 9 - 13 May 2019

Module/Topic	Chapter	Events and Submissions/Topic
Manage channel logistics	Chapter 14	

Week 10 - 20 May 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Retailing	Chapter 6	
Week 11 - 27 May 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Wholesaling	Chapters 7	
Week 12 - 03 Jun 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Franchising	Chapter 8	<b>Individual Assessment - Strategic Plan</b> Due: Week 12 Monday (3 June 2019) 3:00 pm AEST
Review/Exam Week - 10 Jun 2019		
Module/Topic	Chapter	Events and Submissions/Topic
Exam Week - 17 Jun 2019		
Module/Topic	Chapter	Events and Submissions/Topic

## Assessment Tasks

### 1 New trends or emerging trends in channel management

#### Assessment Type

Group Work

#### Task Description

#### Task Description

As you will be working in groups of three for this assessment, the Unit Coordinator 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 Malaysian Airlines as the organisation. You may want to focus on how airlines sell seats on their planes through direct online sales or third party retailers such as travel agents, or discount flight outlets selling last minute flights. 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 1,000 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 one 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 (1,000 words) applies from sections 4 to 9.**

**Assessment Due Date**

Week 6 Monday (22 Apr 2019) 3:00 pm AEST

Please submit via Unit website in Moodle

**Return Date to Students**

Week 8 Monday (6 May 2019)

Students will receive an email when marks have been released in Moodle

**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 in the Assessments folder. The rubric consists of the following areas of assessment and the relevant marks:

Channel analysis - 4 marks

Channel external review - 4 marks

Channel internal review - 4 marks

Identification of key issues - 4 marks

Report writing and format - 2 marks

Citation and APA references - 2 marks

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

Assessment submitted through Moodle

### 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 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?”

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 in addition to your textbook).

You are required to support your arguments with credible research from peer-reviewed journals. The word count limit for this report is 1,500.

Please use the concepts that you were covered 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 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.

The format for the assessment will be as follows:

1. Title page with all name as shown in Moodle, student ID, 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 one 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.

**Assessment Due Date**

Week 8 Monday (6 May 2019) 3:00 pm AEST  
Please submit via the Unit website in Moodle

**Return Date to Students**

Week 11 Monday (27 May 2019)  
Students will receive an email when marks have been released in Moodle.

**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 in the Assessments folder. The rubric consists of the following areas of assessment and the relevant marks:

Channel analysis - 7 marks  
Channel external review - 7 marks  
Channel internal review - 7 marks  
Identification of key issues - 7 marks  
Report writing and format - 4 marks  
Citation and references - 3 marks

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 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 2,000 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 15 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.

**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 title page.

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 15 academic references including peer-reviewed journal articles.
11. Appendices

Note that word count (2,000 words) applies from sections 4 to 9.

#### **Assessment Due Date**

Week 12 Monday (3 June 2019) 3:00 pm AEST

Please submit via the Unit Moodle page

#### **Return Date to Students**

Results will be released 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 in the Assessments folder. The rubric consists of the following areas of assessment and the relevant marks:

Channel analysis - 9 marks

Channel external review - 9 marks

Channel internal review - 9 marks

Identification of key issues - 9 marks

Report writing and format - 5 marks

15 APA formatted academic references - 4 marks

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

**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