

## Module Descriptor

Module Title	<b>CHANNEL MANAGEMENT &amp; LOGISTICS (The Channel Manager)</b>
Programme(s)/course	Marketing
Level	Five
Semester	One
Reference No.	BBM-5-CHM
Credit Value	20 CAT POINTS
Student Study Hours	Contact hours 60 (including 15 blended learning) Student managed learning hours: 140
Pre-requisite learning	NA
Co-requisites	NA
Excluded combinations	NA
Module co-ordinator(s) (Name + e-mail address)	Lakhdar Boukersi <a href="mailto:boukerl@lsbu.ac.uk">boukerl@lsbu.ac.uk</a>
Department	Marketing , Management & People
Parent Course	BA (Hons) Marketing
Description	This module seeks to provide a profound and clear understanding of Channel Management & Logistics and it operates in the practice in order to enhance value to customer. Students are introduced to Channel Management Concepts and strategy and to learn the importance a range of analytical tools to solve channels of distribution and logistics problems. Students are given the opportunity to develop an understanding of three key areas and their relationships; that is, (i) The strategic role of distribution channels, (ii) the key strategic logistics drivers, (iii) methodological tool for Channel Management analysis. This equips the students with the ability to determine the factors for channels success and to make better business decisions. In particular, they will determine how to use logistics to achieve success in the physical movement of goods.
JACS Code	
Aims	The aim of this module is to develop profound understanding that distribution and logistics add values to products and services. Nowadays, these values are essential to customer satisfaction and sales. It seeks to increase the depth of knowledge and skill in order to understand the complexity involved in co-ordinating the mix of activities that characterise the supply chain management. Such a mix includes all the operations involved in Channel Management (distribution configuration, types of

	<p>intermediaries, channel conflicts etc.) and logistics management (ordering, moving, handling and storing materials, parts, semi-finished and finished inventory from suppliers through the firm to the final customers/end-users). In this unit, the subject of “Channel Management and Logistics” is viewed from a managerial perspective. Each chapter introduces the concepts and theories in a format that is useful for management decision-making. Fundamental principles and concepts of channel management and logistics are covered in light of how they interrelate with other functions of the firm.</p>
<p>Learning Outcomes</p>	<p><b>A. Knowledge and Understanding:</b>  On completing the unit, it is expected that students should:</p> <ul style="list-style-type: none"> <li>• Understand the Distribution Channels framework, the concepts and the logistic drivers.</li> <li>• Have a good understanding of the three key channel participants and explain the significance of each one</li> <li>• Be aware of the impact of distribution channels and logistics decisions on the success of a firm</li> <li>• Gain a good understanding of the techniques and methodologies necessary to enhance channels performance through proper management of logistical operations.</li> </ul> <p><b>B. Intellectual Skills:</b>  <i>On completion of this, the students should be able to:</i></p> <ul style="list-style-type: none"> <li>• Discuss the Channels’ configuration in terms of resources and processes.</li> <li>• Draw a plan to maximise distribution channels performance within a particular timeframe by analysing the constraints and opportunities.</li> <li>• Evaluate logistical operations in terms of transport, inventory, warehousing and location of facilities.</li> <li>• Evaluate the logistics drivers to find the best balance between responsiveness and efficiency in managing distribution channels</li> </ul> <p><b>C. Practical Skills:</b>  On completion of this unit students will be able to:</p> <ul style="list-style-type: none"> <li>• Develop and implement concepts and methodological tools for each distribution channel to improve performance.</li> <li>• Apply these tools to enable a company’s logistics operations achieve the balance between responsiveness and efficiency that</li> </ul>

	<p>best meets the needs of the firm.</p> <ul style="list-style-type: none"> <li>• Identify the major obstacles that must be overcome to manage distribution channels successfully.</li> </ul> <p><b>D. Transferable Skills:</b> On completion of this unit student will be able to:</p> <ul style="list-style-type: none"> <li>• Apply existing numeracy and quantitative skills</li> <li>• Improve the management of self learning through blended techniques</li> <li>• Communicate verbally and non verbally confidently, lucidly and competently</li> <li>• Solve managerial problems</li> <li>• Reflect and improve their performance</li> </ul>
Employability	<p>The case study approach adopted in this module through seminar activities is a closer way of bringing industry into the classroom. Seminar activities are very interactive; and students are encouraged to vigorously express their views, opinions and objections through constructive participation and mutual challenge as if they were in a real industrial work setting. Such an approach contributes significantly to student learning and understanding of how things operate in practice. As a result, students are ready to take part in and assist any strategic process, which involves the decision of any firm in view to managing its distribution channels successfully.</p>
Teaching and learning pattern	<p>The module will be delivered on a weekly basis through a series of</p> <ul style="list-style-type: none"> <li>- One Two-hour lecture</li> <li>- One two-hour- seminar/workshop</li> </ul> <p>Over a 15-week period.</p> <p>A 15-hour programme of blended learning is also included through Moodle, e-mail feedback and timetabled surgery meetings. This comprises active guided reading through selected articles on how Channels management &amp; logistics aspects differ by geographic space (market or country basis) or across industries. Such reading will also encourage students to make appropriate connections with the module case studies. It also includes detailed assessment feedback provided through both e-mail and one-to-one meeting on a weekly basis through timetable surgeries.</p> <p>Guest speakers are also invited, when possible, to elaborate on topical issues related to the subject matter.</p>
Indicative content	<p>The content of this module consists of 3 major parts:</p> <p><b>Part # One</b> provides a detailed and definition Introduction of Channel Management &amp; Logistics; marketing channels participants; strategies</p>

	<p>involved in channel management and the marketing mix issues in channel management.</p> <p><b>Part # Two</b> looks into Electronic or digital Marketing Channels; highlights the type(s) of power and emphasises the importance of Customer Service &amp; Order Processing</p> <p><b>Part # Three</b> focuses on the development of the 3 major logistical drivers (transportation, inventory/warehousing and location) as well as international logistics and demonstrate how these are coordinate in order to achieve the balance between the 2 key objectives of supply chain; that is Efficiency and Responsiveness.</p>
<p>Assessment Method <i>(Please give details- element, weightings, sequence of elements, final component)</i></p>	<p><b><u>FORMATIVE ASSESSMENT</u></b></p> <p>Formative assessment takes on two occasions:</p> <p>(i) During the seminar workshop sessions. All students discuss the case studies together to brainstorm possible solutions and the seminar leader provides guidance and direction on how the case study questions should be tackled.</p> <p>(ii) After the classroom presentations, through further discussion each group is provided with more information on how to improve the assignment</p> <p><b><u>SUMMATIVE ASSESSMENT : 100% Coursework Assignment</u></b></p> <p>To complete this assignment, you should undertake a comprehensive research concerning the supply chain and the channel activities of a <b>major business organisation of your choice</b>. Your chosen company, which has to be approved by the Module Leader, should be involved in product manufacturing and distribution and be examined in the context of supply chain and distribution channels including the following sections:</p> <ul style="list-style-type: none"> <li>- A general background of the company with an overview of its activities, competition and Industry trends.</li> <li>- A description and critical review of the company's supply chain members (suppliers, manufacturer/company, distributors, wholesalers, retailers and customers).</li> <li>- An evaluation of the company's channel operations in terms of location of its facilities, transportation modes, inventory methods</li> </ul>

	<p>and IT operations</p> <ul style="list-style-type: none"> <li>- An evaluation of how the company achieves a trade-off between efficiency (cost reduction) and responsiveness (customer service satisfaction) in implementing its channel operations (location, transportation, inventory and IT)</li> </ul> <p>Students are advised to explore and apply the theoretical concepts discussed in the lectures.</p> <p>The assignment should be around <b>2500</b> words and include a “<b>References</b>” using Harvard Referencing Style. References are not included in the word count.</p> <p>Submission Date: <b><u>Wednesday 27<sup>th</sup> May 2020 before 23:55</u></b> through the relevant link.</p>
Indicative Reading	<p><b>Core Reading</b></p> <ul style="list-style-type: none"> <li>- El-Ansary, Adel; Palmatier, Robert &amp; Stern, Louis (2015), <i>Marketing Channel Strategy</i>, 8<sup>th</sup> edition, Pearson</li> <li>- Dent, Julian (2011), <i>Distribution Channels: Understanding &amp; Managing Channels to Market</i>, 2<sup>nd</sup> edition, Kogan Page Limited.</li> <li>- Coughlan, Anne; Anderson, Erin; Stern, Louis W. and El-Ansary, Adel (2006), <i>Marketing Channels</i>, 7<sup>th</sup> ed. Prentice Hall</li> <li>- Rushton, Alan &amp; Croucher, Phil. (2014) <i>Handbook of logistics &amp; Distribution Management</i>, 5<sup>th</sup> edition Kogan Page Ltd.</li> <li>- Ghiani, Gianpaolo &amp; Laporte, Gilbert (2013), <i>Introduction to Logistics Systems Management</i>, 2<sup>nd</sup> edition, John Wiley &amp; Sons Incorporated</li> <li>- Rosenbloom, Bert (2004), <i>Marketing Channels: A Management View</i>, 8<sup>th</sup> Edition, Cengage Learning.</li> <li>- Ballou, Ronald H. (2004), <i>Business Logistics Management</i>, 5<sup>th</sup> Edition. Prentice-hall</li> <li>- Ross, David Frederic, <i>Distribution Planning &amp; Control</i> (2003), 6<sup>th</sup> edition, Kluwer Academic Publishers</li> </ul> <p><b>Optional Reading</b></p> <ul style="list-style-type: none"> <li>- Bozarth, Cecil (2006), “<i>Introduction to Operations and Supply Chain Management.</i>” Prentice Hall</li> <li>- James C. Johnson, Donald F. Wood, Daniel Wardlow, Paul R. Murphy (1999), <i>Contemporary Logistics</i>, 7<sup>th</sup> edition, Prentice Hall</li> <li>- Christopher, M. &amp; Peck H. (2003), <i>Marketing Logistics</i>, 2<sup>nd</sup> edition Elsevier Butterworth-Heinemann</li> <li>- James C. Johnson, Donald F. Wood, Daniel Wardlow, Paul R. Murphy (1999), <i>Contemporary Logistics</i>, 7<sup>th</sup> edition, Prentice Hall</li> </ul>
Other Learning Resources	<p><b>Reviews/Journals:</b></p> <ul style="list-style-type: none"> <li>-International Journal of Physical Distribution &amp; Logistics Management (former title: International Journal of Physical Distribution and Materials)</li> </ul>

	<p>Management)</p> <ul style="list-style-type: none"><li>-Journal of Business Logistics – Via ABI Inform</li><li>-Transportation Journal – Via the SBU Full Monty</li><li>-Supply Chain Management</li><li>-Logistics and Transportation Focus</li><li>-Distribution, the Magazine of Logistics Management</li><li>- Journal of Industrial Marketing Management</li></ul>
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