

Annexe A: New/Revised Course Content in OBTL+ Format

Course Overview

The sections shown on this interface are based on the templates [UG OBTL+](#) or [PG OBTL+](#)

If you are revising/duplicating an existing course and do not see the pre-filled contents you expect in the subsequent sections e.g. Course Aims, Intended Learning Outcomes etc. please refer to [Data Transformation Status](#) for more information.

Expected Implementation in Academic Year	
Semester/Trimester/Others (specify approx. Start/End date)	
Course Author * Faculty proposing/revising the course	Eunsoo Kim
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Course Title	Channel Value Creation
Course Code	BM2505
Academic Units	0
Contact Hours	39
Research Experience Components	

Course Requisites (if applicable)

Pre-requisites	AB1501 Marketing
Co-requisites	
Pre-requisite to	
Mutually exclusive to	
Replacement course to	
Remarks (if any)	

Course Aims

Marketing Channel is one of the most important assets in the organization's overall marketing strategy in this era where there exists much congestion in the market for similar products. Organizations must reach their consumers effectively but then how should we approach them? Innovation can come from "place" in 4Ps. This course is designed to help you understand the key elements of the marketing channels and appreciate the value of the question "how do my customers want to buy?" Also, help future marketers (you) to apply the channel concepts into a real world. By taking this course, you will be provided with a foundation and framework in auditing/designing marketing distribution strategies. More specifically, you be equipped with conceptual tools to audit the current channel design and framework to create the explosive channel value, which involve both consumer-centric perspectives as well as firm-centric perspective. You will also be exposed to management issues in distribution channels.

Course's Intended Learning Outcomes (ILOs)

Upon the successful completion of this course, you (student) would be able to:

ILO 1	Describe the key players in marketing channels and components designing channel structures and strategies
ILO 2	Explain ways to create explosive channel value from both consumers' and firms' perspective
ILO 3	Apply these concepts to the analysis of real marketing problems
ILO 4	Audit current channel strategies and develop appropriate and creative marketing/marketing channel strategies

Course Content

Please refer to the planned weekly schedule for the course content details.

Reading and References (if applicable)

(PES) Marketing Channel Strategy, Global Edition, 8th Edition, Robert W. Palmatier, Louis W. Stern, Adel I. El-Ansary (2015), RoutledgeISBN: 9781292060460Additional course material (e.g., lecture slides) and announcements will be posted on NTUlearn. Students are expected to check NTUlearn on a regular basis.Other Resources(AS) A Field Guide to Channel Strategy: Building Routes to Market, 1st Edition, Anne T. Coughlan, Sandy D. Jap (2016), CreateSpace Independent Publishing PlatformISBN: 978-1539987741(BR) Marketing Channels: A Management View, International Edition, 8th Edition, Bert Rosenbloom (2013), South-Western, CanadaISBN: 9780538477604

Planned Schedule

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
1	Course Overview	ILO1			
2	Understanding Marketing Channel System Key differences between channel and marketing strategy	ILO 1 2 3	PSE Ch1		PSE Ch1
3	Explosive value creation concept Customer experiences, End User Interface, Service output I	ILO 1 2 3	PSE Ch2, CJ Ch2-3		PSE Ch2, CJ Ch2-3
4	Service output II, One heuristic for ideal channel structure, Service output Audit	ILO 1 2 4	PSE Ch2, CJ Ch3-4		PSE Ch2, CJ Ch3-4
5	E-learning week				
6	Quiz1 Retailing I: Multi- Omni-channel, Customer journey mapping	ILO 1 2 3	PSE Ch6		PSE Ch6
7	Retailing II, Channel Functions and cost	ILO 1 2 4	PSE Ch6, PSE Ch3, CJ Ch 5-6		PSE Ch6, PSE Ch3, CJ Ch 5-6
8	Auditing the work of channel Channel Alignment	ILO 1 3	PSE Ch3		PSE Ch3

Week or Session	Topics or Themes	ILO	Readings	Delivery Mode	Activities
9	Own or buy channel analysis I	ILO 1 3	PSE Ch4		PSE Ch4
10	Own or buy channel analysis II	ILO 1 3	PSE Ch 8, PSE Ch 11		PSE Ch 8, PSE Ch 11
11	Channel Intensity decision	ILO 1 3	PSE Ch5, PSE Ch 10		PSE Ch5, PSE Ch 10
12	Group project B presentation	ILO 2 3 4			
13	Quiz2				

Learning and Teaching Approach

Approach	How does this approach support you in achieving the learning outcomes?
Lectures	The interactive lecture session allows me to get the concepts clearly through the entire class by involving you for your understanding. The lecture session allows you to think critically and share their ideas with peers in class.
Article Presentation	Articles allow you to apply concepts learned in class, analyze, and deliver materials in a guided manner.
Quiz 1 and 2	To receive feedback on your level of understanding, there will be two in-class quizzes.
Group projects A and B	The course is designed to link the academic work that we learn in class and what happens in the industry. Group project A and B will allow you to apply the concepts learned in class to the real world. Group project A involves auditing, whereas B involves coming up with ideas to improve the current channel offerings.

Assessment Structure

Assessment Components (includes both continuous and summative assessment)

No.	Component	ILO	Related PLO or Accreditation	Weightage	Team/Individual	Rubrics	Level of Understanding
1	Continuous Assessment (CA): Class Participation(Participation)	1-4	Oral Communication	15	Individual		
2	Continuous Assessment (CA): Presentation(Individual presentation)	2-4	Oral Communication	10	Individual		
3	Continuous Assessment (CA): Others(Case)	3	Critical Thinking	5	Team		
4	Continuous Assessment (CA): Project(Group Project A)	4	Critical Thinking	15	Team		
5	Continuous Assessment (CA): Project(Group Project B)	2,4	Problem-Solving & Decision-Making, Teamwork and Interpersonal Skills	15			
6	Continuous Assessment (CA): Test/Quiz(Quiz 1)	1,2	Acquisition of knowledge	20	Individual		
7	Continuous Assessment (CA): Test/Quiz(Quiz 2)	1,2	Acquisition of knowledge	20	Individual		

Description of Assessment Components (if applicable)

For group presentation, it is mandatory that every member in the group presents one part. A mandatory peer group evaluation will be performed to evaluate the group member performance across all the group-based assignments. Students failing to meet group requirements will have their grades lowered accordingly.

Formative Feedback

You will receive verbal/written feedback both from your classmates and from me about your presentations. Group project has two parts, part A and B, such that you can receive mid-feedback in response to your proposals. Through in-class quiz, you will be able to check your level of understanding along the way.

NTU Graduate Attributes/Competency Mapping

This course intends to develop the following graduate attributes and competencies (maximum 5 most relevant)

Attributes/Competency	Level
Collaboration	Basic
Decision Making	Intermediate
Problem Solving	Basic
Value Creation	Intermediate
Critical Thinking	Intermediate

Course Policy

Policy (Academic Integrity)

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Policy (General)

You are expected to complete all assigned pre-class readings and activities(if any), attend all seminar classes punctually and take all scheduled assignments and tests by due dates. You are expected to take responsibility to follow up with course notes, assignments and course related announcements for seminar sessions they have missed. You are expected to participate in all seminar discussions and activities.

Policy (Absenteeism)

Absence from class without a valid reason will affect your overall course grade. Valid reasons include falling sick supported by a medical certificate and participation in NTU's approved activities supported by an excuse letter from the relevant bodies.If you miss a lecture, you must inform the course instructor via email prior to the start of the class.It is your responsibility to make-up the materials that are missed.

Policy (Others, if applicable)

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Last Updated Date: 11-03-2024 03:11:14

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