MACQUARIE UNIVERSITY

FACULTY OF BUSINESS AND ECONOMICS

# MKTG213
# Channels of Distribution

## Semester 2, 2010

*Business Department*

**MACQUARIE UNIVERSITY**
**FACULTY OF BUSINESS AND ECONOMICS**
**UNIT OUTLINE**

| | |
|---|---|
| **Year and Semester:** | **2010 Semester 2** |
| **Unit convenor:** | **Ms Leanne Carter** |
| **Lecturer in Charge:** | **Steve Erichsen** |
| **Prerequisites:** | **Admission to BBA or BCom-Mktg; BBA101 or MKTG101** |
| **Credit points:** | **3 Credit Points** |

*(This unit replaces BBA 213)*

Students in this unit should read this unit outline carefully at the start of semester. It contains important information about the unit. If anything in it is unclear, please consult one of the teaching staff in the unit.

## ABOUT THIS UNIT

Channels of Distribution introduces a number of topics, which form part of the broad range of interdependent areas of concern to those working within or managing modern commercial enterprises that require movement of product from the supply of raw material to a final customer. It is not intended to make participants subject matter experts in what is a complex and dynamic area of modern business. Rather, it is intended to provide participants with sufficient requisite information to understand the principles involved and their interrelationships, together with some guidelines as to how one might better learn how to manage this function effectively.

Participants are expected to take full responsibility for managing their own learning, just as they must take responsibility for managing their own careers. This means that your results for this course will in all likelihood reflect the quality of your efforts to come to grips with the principles involved and your understanding of how they might be applied in real-world situations.

As most of the situations covered by this subject are problematic (that is, involving both quantitative and qualitative analysis), there will be few if any precise answers. Every option will have advantages and disadvantages with implications and strategic ramifications for both action and inaction. Understanding the underlying principles, their theoretical basis and, more importantly, how they may be applied in practice so as to achieve sustainable improvements on the present situation, should be a key objective for participants in this course.

Topics include: the nature of marketing channels; marketing channel flows and marketing intermediaries; channel design decisions; customers' service requirements; channel objectives, constraints, alternatives; selecting channel members; motivation, management and evaluation; the nature and importance of retailing, types of retailers, retail marketing decisions; trends in retailing; wholesaling, its role and characteristics; wholesaling decisions; trends in wholesaling; and service products and their distribution characteristics. Other topics include: logistics decisions in distribution; customers' service requirements; logistics management; order management, inventory management, transportation, coordination and control; logistics as a business activity and its role within the organisation; and relationship marketing, the focus on long term customer relationships rather than single transactions.

## TEACHING STAFF

**Convenor** **Ms Leanne Carter**
Building E4A Room 631
Email: leanne.carter@mq.edu.au
Consultation Times: Mondays 12.30 to 1.30pm
And other times by appointment.

**Lecturer in Charge**
Mr Steve Erichsen
Email: erichsen@optusnet.com.au
Telephone: 0412 246 099
Consultation Times: after lecture or at other times by appointment

**Tutor-**
Ms Nicole Lasky
Email: nicole.lasky@mq.edu.au
Consultation Times: at times by appointment.

Students experiencing significant difficulties with any topic in the unit must seek assistance immediately.

## CLASSES

- This course is delivered in 3 hours face-to-face teaching per week consisting of the following:
  1 x 2 hour lecture in Room C5A 229 on Thursday evening at 6-8pm;
  1 x 1 hour tutorial in Room C5A 229 on Thursday afternoon at 5pm
- The timetable for classes can also be found on the University web site at: http://www.timetables.mq.edu.au/
- It is an assessment requirement of this unit that students attend 80% of all lectures and tutorials.

## REQUIRED AND RECOMMENDED TEXTS AND/OR MATERIALS

### Required Texts

The required textbook for this unit is:

*Marketing Channels,* Coughlan, Anderson, Stern, El-Ansary (2006) 7th edition, Pearson Prentice Hall
The required text can be purchased from the Macquarie University Co-op Bookshop.

**Other Recommended Reading**

In addition to the required textbook for this Unit and suggested readings above, you should familiarise yourself with the relevant periodical section of the library. Journals recommended for your study in marketing include:

- Journal of Marketing
- Journal of Consumer Research
- Harvard Business Review
- Journal of the Academy of Marketing Science
- Business Review Weekly
- European Journal of Marketing

**Recommended Research Databases**

You should also access these key research databases available for access through the library. Databases recommended for your study in marketing management include:

- Ebscohost:
    - Academic Search Elite
    - Business Source Premier
- Wiley Interscience
- Global Market Information Database
- Google Scholar (only when logged in via the Macquarie University website)
- Ulrich International Periodicals (for peer-reviewed journal checking)

## UNIT WEB PAGE

Students may access unit material: Lecture Notes, Case Studies, the Unit Outline and important notices online through the Macquarie University Online Learning Facility http://learn.mq.edu.au using your Student ID Number and your Online Learning @ MQ password. Please consult the web site regularly.

## LEARNING OUTCOMES

The learning outcomes of the unit are;

1. To gain an understanding of Marketing Channels structure and functions
2. To Understand Demand, Supply and Competitive influences on Channel design
3. To be able to critically asses Channel design
4. To understand key Channel implementation issues like Channel Power, Channel Conflict, Distribution Intensity and Strategic Alliances
5. To understand the role of key Channel Institutions such as Retailers, Wholesalers, Franchising and Logistics
6. To be able to apply distribution theory to real life examples both in case form and through company research
7. To work effectively in groups to analyse and prepare reports on distribution issues.

In addition to the discipline-based learning objectives, all academic programs at Macquarie University seek to develop students' generic skills in a range of areas. One of the aims of this unit is that students develop their skills in the following:

- Foundation skills of literacy, numeracy and information technology;
- Self-awareness and interpersonal skills;
- Communication skills;
- Critical analysis skills;
- Problem-solving skills;
- Creative thinking skills.

## Graduate Capabilities

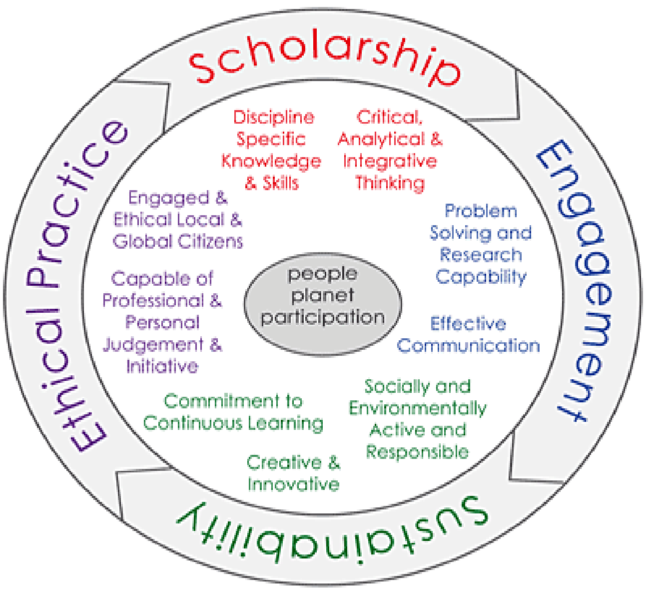
The Macquarie University experience is designed to lead students to a career in the city and a place in the commercial world. It encourages life-long learning and links teaching to cutting-edge research.

**Critical, Analytical and Integrative Thinking**

Macquarie University's stated Graduate Capabilities may be viewed as a mix of cognitive capabilities, and personal, interpersonal, and social capabilities. In addition to the abovementioned learning outcomes, the MKTG213 Channels of Distribution unit has been designed to develop your skills within the specific graduate capability areas of *critical, analytical and integrative thinking*.

We want our graduates to be capable of achieving the following;

a) To be able to reason, question and analyse information
b) To be able to integrate and synthesise learning and knowledge from a range of sources and environments
c) To be able to critique constraints, assumptions, and limitations
d) To be able to think independently and systematically in relation to scholarly activity in the workplace and in the world in general
e) To be able to develop advanced skills in information and technology literacy



## TEACHING AND LEARNING STRATEGY

### a. Lectures

Students should prepare for each lecture by, as a minimum, reading the nominated chapters from the required text as well as reading relevant material from the recommended reading lists. Lectures are your opportunity to assess whether or not you fully understand the topic of the week and to debate your opinions with the class. Lectures will include the use of PowerPoint slides, videos and class interaction.

### b. Tutorials

Based on a selection of case studies, students will be required to analyse business problems and prepare concise reports and recommendations for action to management as will be a regular feature of your business career. Case study analysis simulates this business activity.

The cases will be available on the Blackboard portal.

### c. Group Work

Distribution problems are by their nature multi-disciplinary, therefore in the business world you can expect to have to work with groups of other managers to resolve distribution issues. Working in groups during this course will be a valuable experience for your working life ahead.

**Group Allocation**

Students will be formed into groups of four by the teaching staff. This allocation will be completed in Week 2 and member names for the groups will be emailed before the lecture on Thursday. You are expected to make contact as a group, and clearly it is mandatory that you get the contact details of all of the members in your group before the third lecture in Week 3 (August 20th), group members are to email a group contact sheet containing their names, student numbers and contact details to the lecturer. If you are unable to contact your group members by Lecture 3 you must alert the lecturer. As there is a significant amount of group work, this situation is to be avoided at all costs!

Not being in contact with your group is not an excuse for having little input into the group work. If you fail to contact your group it will be assumed that you are not continuing with the unit. Group work submitted by individuals will not be marked.
There are two tasks to be completed by the groups.

**Task 1 - Case Studies**

Groups should prepare for each case study by both reading the designated case and answering the questions associated with the case given by the lecturer. Your group's written case study report should be submitted to the tutor at class time before the commencement of the tutorial. **Please ensure your file has the unit name, your group's name and the name of the case study**.

Your case submissions will not be returned so please ensure that all members of the group have a copy prior to handing in. Where no specific questions are asked you should use the following structure for each case summary:

**Situation Analysis**

Perform a SWOT analysis i.e. Strengths and weaknesses of the company; opportunities and threats in its external environment. Substantiate any assertions being made with evidence from the case i.e. if sales are going up say by how much, if there is conflict in the channel say who is it between.

**Problem Definition**

Define the main issues or real problems facing the company and lay these out, where relevant, as one or more principal distribution problems.

**Analysis and Evaluation of Options**

Analyse the problems facing the company by extrapolating the facts and figures from the case. It is important in this section to take the numbers given in the case a little further than they are presented.

After completing this analysis evaluate the pros and cons of the most feasible alternatives considering costs and benefits of each.

**Other Information that should be Obtained**

Specify the further data you think should be obtained and the analysis required, giving a better solution to the case problem.

**Recommended Courses of Action**

Make recommendations giving reasons.

*General notes*

- For those unfamiliar with Case Study methodology a Case Study guide will be made available on the Blackboard portal
- You will be expected to conduct further research concerning the relevant underlying theory/theories and, if appropriate, updated information. The better case studies will show evidence of having included research from peer-reviewed journals. Please ensure you include a Bibliography with your case studies. Occasionally you will, like any manager, need to make assumptions. Please note any assumptions you have made.
- Case study material will be included in the class test and final exam

You will need to have your own thorough understanding of each case to achieve a satisfactory mark in the exam.

**Task 2- Group Project**

The group project is to be submitted at 6:00pm Thursday October 22nd, 2010 in the lecture with a Group Coversheet signed by all group members.

The topic for the group project is a CHANNEL AUDIT

**CHANNEL AUDIT ASSIGNMENT:**
You will be required to perform an audit of a specific firm's existing distribution channel. Your report should be presented in three parts

1. Describing the **current state** of the channel (its structure, members, allocation of channel functions and flows, ability to meet target customer segments' demands for service outputs, gap analysis, and power and conflict characteristics)

2. **Suggestions for improvement** of the channel design and management.

3. An **annotated bibliography** to any secondary sources you use (business press articles, journals, books, etc.) Each reference in the bibliography should be accompanied by several sentences explaining the major points of the reference and their relevance to your group's research. Under **no** circumstances simply copy the abstract of the article. You must use your own words. There is no page limit for the annotated bibliography; however, it should only include **relevant** articles and texts. In addition you should mention the names, titles, and companies of any people you interview for the audit

You are responsible for finding a firm whose distribution channel you wish to study. You should do your best to use both primary (e.g., personal interview) and secondary (e.g., library research) data to perform your analyses although it is not compulsory to do primary research. Groups should include a significant number of peer-reviewed journals as part of their secondary data.
Projects submitted by individuals will not be marked.

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

**a. Class Test 15%**

This exam will be held in the lecture of Week 7, covering material presented in the first six weeks of lectures. The exam will consist of 40 multiple choice questions, will be "closed book" and of one hours duration. This test is designed to give students feedback on how well they have understood and can express their understanding of the course material presented so far.

**b. Case Studies 15%**

Your group will be assessed on the quality of the written submission as well as your contribution to the discussion of the case in the lecture

**c. Group Project 20%**

This project will be a channel analysis and the companies analysed will be agreed in class. These will be finalised in Week 4 and the assignment in writing is due in Week

11. All groups will present their presentation of a maximum of 10 slides in either Week 12 or Week 13 of the tutorial. The mark allocation will be 15% for the written submission and 5% for the class presentation. You will be graded on the quality of your analysis and recommendations and on your ability to apply the analytic concepts from class to your chosen distribution channel situation. It is best to study a pre-existing channel rather than a firm's plans to enter a new market and build up a new channel. However, if you wish to look at a case of new market entry, you may do so, but please include an analysis of the firm's pre-existing channel (if it exists) for other products and suggestions for altering it for the new product or market.

**The report itself (excluding the annotated bibliography and exhibits) should be no more than 3000 words long. Submissions that go 10% beyond the word limit will not be marked as to do so would give non-complying groups an unfair advantage.**

The quality of journals used in secondary research will also impact on the standard of your report.

General points to observe are:

- All work is to be in 12-point pitch/font size.
- Where page limits are set, they refer to A4 size pages.
- While presentation is important, content is much more important. It is not necessary to purchase binders for this assignment. It is sufficient to hand in your work securely stapled in the top left-hand corner.
- If you do choose to use a binder, please choose one that lies flat when open. Under no circumstance use a folder which is a collection of plastic sleeves.
- Please use recyclable materials where possible.
- It is the responsibility of the group to make and keep a soft copy and a photocopy of the project.

**Marking and Peer Assessment**

**Working in groups is a valuable experience for students in that it reflects working life, however, it presents some difficulties for markers. In particular, the marker is not present at any of the group meetings, and so does not see the contributions of the individual members. The marker will mark the project, but will rely on information from each group to generate individual marks.**

To provide an assessment of each group member's contribution to the project two things are to be handed in as part of your project.

1. Each student is to write up to one page outlining their own contribution to the project and include it in an appendix to the project
2. The group members are to agree on the contribution made by each member and sign off on their decision. This information is to be included on the

assignment cover sheet. An assignment cover sheet is provided at the end of this outline.

If the group considers that all members have contributed equally, then each member will put 100% as their contribution and all members will be given the same grade as the marker gives the written assignment. If, for example, the group considers that one person has contributed significantly more than the others then that person will put down 100% as their contribution, and the others will put down something less than 100%. Another example would be where the group agrees than one member has done significantly less than the others; in this case that person would put down something less than 100% as their contribution. Where there is disagreement among group members, then the assignment sheet may be printed off, a participation mark allocated to each group member, signed by the person and handed to the lecturer, confidentially. In this case, each group member must hand in a signed form to the lecturer.

The lecturer will give a mark for the project. This mark will then be multiplied by the contribution % for each member of the group to arrive at an individual mark for each student. So, if a student has a contribution of 100%, and a group project mark of 75, then the student will be given an individual mark of 75 (75*100%). If, however, a student has a contribution of 90%, and a group project mark of 75, then the student will be given an individual mark of 67.5 (75*90%). 100% is the highest that can be given.

When assessing each member's contribution it is important to take a balanced view, recognising that there are various roles, skills and stages involved in the project. The project will involve information gathering, familiarisation with theory, synthesis of ideas, analysis of information, writing of the project report and finally word processing the project report. When working in groups it is usual for people to take on various roles (leader, scribe, idea generator, etc). While some roles are more visible than others none is any more important than the others. Unless all are done well, the result will be flawed. It is up to the group to negotiate amongst itself how the work will be allocated in an equitable manner, making the best use of people's strengths. There are four things that we would give weight to when assessing group members contributions, firstly their attendance at group meetings, secondly their punctual delivery of the work that the group has assigned them, thirdly the quality of the work submitted and fourthly whether or not their contribution to discussions and the written work are based on the theory.

**d. Weekly Tutorial Participation 10%**

Students will be expected to discuss the allocated questions for each chapter at the beginning of the tutorial. The tutor will expect that students come well prepared for this element of the tutorial.

**e. Final Exam 40%**

The final exam will be held in the formal exam period. The examination will be "closed book". The exam will consist of essay-style answer questions and be designed to fully test your understanding and ability to express your understanding of all of the course material. Further details will be given later in the semester regarding format and content. You must perform to a satisfactory standard in the final exam to pass the unit.

## RELATIONSHIP BETWEEN ASSESSMENT AND LEARNING OUTCOMES

| | **Assessment Task 1** | **Assessment Task 2** | **Assessment Task 3** | **Assessment Task 4** | **Assessment Task 5** |
|---|---|---|---|---|---|
| Title | Mid Term Exam | Case Studies | Group Assignment | Tutorial Participation | Final Exam |
| Length | 40 M/C Questions | 2000 Words & Presentation | 3000 Words | Various | Various |
| Due date | September 16th | Allocated | October 21st | Weekly | Exam period |
| % Weighting | 15% | 15% | 20% | 10% | 40% |
| Grading Method | Multiple Choice Test | Refer to details above | Refer to details above | Refer to details above | Marked Exam |
| Submission method | In Class | In Class | In Class | In Class | |
| Learning outcomes assessed | | | | | |
| 1 | X | X | X | X | X |
| 2 | X | X | X | X | X |
| 3 | X | X | X | X | X |
| 4 | | X | | X | X |
| 5 | | X | | X | X |
| 6 | | X | X | X | X |
| 7 | | X | X | X | |
| Graduate capabilities assessed | a, b, d | a, b, c, d | a, b, c, d, e | a, b, c | |
| Presentation Skills | | X | X | X | |

## STUDENT ROLES AND RESPONSIBILITIES

1. Attend class and prepare for the class by reading the material before the scheduled lecture and tutorial period. Lectures feature numerous practical and real life examples of the course principles in action that show how marketers use these concepts in everyday marketing. Missing a lecture may impede your ability to understand fully the concepts and principles covered. I suggest that you use a "buddy" system to ensure that if you miss a class that you get the appropriate notes from the lecture and please do not ask me to repeat a missed lecture for your benefit.

2. Understand that all of the material presented during the class lectures *may be* incorporated into exams, or other forms of evaluating student performance. You are responsible to ensure that you take appropriate notes of the class lectures, so when and if materials from the lectures appear on an exam, you have studied the correct material.

3. Understand that all written assignments are due at the time of the class in which they pertain and at no other time. We **cannot accept late assignments**.

4. Your role and responsibility includes a desire to learn and contribute to the learning experience for the group by actively participating in class discussions and exercises. I exercise the right to call on any student at any time for class participation and to judge your preparedness for the class.

5. You should arrive at class on time to avoid disrupting the class. Mobile phones, pagers, iPods and PDAs should be turned off before entering the classroom. Working on assignments from other courses or studying for other exams, reading outside materials unrelated to the course, talking with fellow students during lectures, sleeping in class, and any other disruptive behaviour(s) is(are) not permitted.

## TEACHING AND LEARNING TIMETABLE

| Week | Week Commencing | Chapter | Lecture Activity | Tutorial Activity |
|---|---|---|---|---|
| 1 | 2nd Aug | 1 | Course Introduction<br>Marketing Channels<br>Structure & Functions | |
| 2 | 9TH AUG | 2 | Service Outputs | **Form Groups**<br>Chapter 2 Q1,2<br>Case Study allocation |
| 3 | 16TH AUG | 3 | Supply Side Channel Flows<br>**Group Allocation Notified** | Chapter 3 Q2,4<br>Video Analysis |
| 4 | 23RD AUG | 4 | Supply Side Structure | Chapter 4 Q2,3<br>**Case Study 1** |
| 5 | 30TH AUG | 5 | Gap Analysis | Chapter 5 Q2,5<br>**Case Study 2** |
| 6 | 6TH SEPT | 6 | Channel Power | Chapter 6 Q1,3,6<br>**Case Study 3** |
| 7 | 13TH SEPT | Mid Term Exam | | **Case Study 4** |
| **Mid Term Break - 20th September to 1st October** | | | | |
| 8 | 2nd Oct | 7 | Managing Conflict | Chapter 7 Q2,5<br>**Case Study 5** |

| | | | | |
|---|---|---|---|---|
| 9 | $9^{th}$ Oct | 8 | Strategic Alliances | Chapter 8 Q5,6 **Case Study 6** |
| 10 | $16^{th}$ Oct | 9 & 10 | Vertical Integration Legal Constraints | Chapter 9 Q1,2 **Case Study 7** |
| 11 | $23^{rd}$ Oct | 11 | Retailing **Group Project Submission** | Chapter 11 Q1,2 **Case Study 8** |
| 12 | $30^{th}$ Oct | 12 & 13 | Wholesaling Franchising | Group Presentations |
| 13 | $6^{th}$ Nov | Review & Exam Preparation | | Group Presentations |

## EXAMINATIONS

A final examination is included as an assessment task for this unit to provide assurance that:

1. the product belongs to the student and
2. the student has attained the knowledge and skills tested in the exam.

A three (3) hour final examination for this unit will be held during the University Examination period.

The University Examination period in Second Half Year 2010 is from $17^{th}$ November, 2010 to $3^{rd}$ December, 2010.

You are expected to present yourself for examination at the time and place designated in the University Examination Timetable. The timetable will be available in Draft form approximately eight weeks before the commencement of the examinations and in Final form approximately four weeks before the commencement of the examinations. http://www.timetables.mq.edu.au/exam

The only exception to not sitting an examination at the designated time is because of documented illness or unavoidable disruption. In these circumstances you may wish to consider applying for Special Consideration. The University's policy on special consideration process is available at:
http://www.mq.edu.au/policy/docs/special_consideration/policy.html

If a Supplementary Examination is granted as a result of the Special Consideration process the examination will be scheduled after the conclusion of the official examination period. (Individual Faculties may wish to signal when the Faculties' Supplementary Exams are normally scheduled.)

The Macquarie university examination policy details the principles and conduct of examinations at the University. The policy is available at:
http://www.mq.edu.au/policy/docs/examination/policy.htm

## GRADES

Academic Senate has a set of guidelines on the distribution of grades across the range from fail to high distinction. Your final result will include one of these grades plus a standardised numerical grade (SNG).

On occasion your raw mark for a unit (i.e., the total of your marks for each assessment item) may not be the same as the SNG which you receive. Under the Senate guidelines, results may be scaled to ensure that there is a degree of comparability across the university, so that units with the same past performances of their students should achieve similar results.

It is important that you realise that the policy does not require that a minimum number of students are to be failed in any unit. In fact it does something like the opposite, in requiring examiners to explain their actions if more than 20% of students fail in a unit. The process of scaling does not change the order of marks among students. A student who receives a higher raw mark than another will also receive a higher final scaled mark. For an explanation of the policy see:
http://senate.mq.edu.au/rules/Guidelines2003.doc
http://senate.mq.edu.au/rules/detailedguidelines.doc

## PLAGIARISM

The University defines plagiarism in its rules: "Plagiarism involves using the work of another person and presenting it as one's own." Plagiarism is a serious breach of the University's rules and carries significant penalties. You must read the University's practices and procedures on plagiarism. These can be found in the *Handbook of Undergraduate Studies* or on the web at:
http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

The policies and procedures explain what plagiarism is, how to avoid it, the procedures that will be taken in cases of suspected plagiarism, and the penalties if you are found guilty. Penalties may include a deduction of marks, failure in the unit, and/or referral to the University Discipline Committee.

## ACADEMIC HONESTY

The nature of scholarly endeavour, dependent as it is on the work of others, binds all members of the University community to abide by the principles of academic honesty. Its fundamental principle is that all staff and students act with integrity in the creation, development, application and use of ideas and information. This means that:

- all academic work claimed as original is the work of the author making the claim
- all academic collaborations are acknowledged
- academic work is not falsified in any way
- when the ideas of others are used, these ideas are acknowledged appropriately.

Further information on the academic honesty can be found in the Macquarie University Academic Honesty Policy at:
http://www.mq.edu.au/policy/docs/academic_honesty/policy.html

## GRADING APPEALS AND FINAL EXAMINATION SCRIPT VIEWING

If, at the conclusion of the unit, you have performed below expectations, and are considering lodging an appeal of grade and/or viewing your final exam script please refer to the following website which provides information about these processes and the cut off dates in the first instance. Please read the instructions provided concerning what constitutes a valid grounds for appeal before appealing your grade.

http://www.businessandeconomics.mq.edu.au/for/new_and_current_students/undergraduate/admin_central/grade_appeals

## SPECIAL CONSIDERATION

The University is committed to equity and fairness in all aspects of its learning and teaching. In stating this commitment, the University recognises that there may be circumstances where a student is prevented by unavoidable disruption from performing in accordance with their ability. A special consideration policy exists to support students who experience serious and unavoidable disruption such that they do not reach their usual demonstrated performance level. The policy is available at: http://www.mq.edu.au/policy/docs/special_consideration/procedure.html

## STUDENT SUPPORT SERVICES

Macquarie University provides a range of Academic Student Support Services. Details of these services can be accessed at http://www.student.mq.edu.au

## IT CONDITIONS OF USE

Access to all student computing facilities within the Faculty of Business and Economics is restricted to authorized coursework for approved units. Student ID cards must be displayed in the locations provided at all times.

Students are expected to act responsibly when utilizing University IT facilities. The following regulations apply to the use of computing facilities and online services:

- Accessing inappropriate web sites or downloading inappropriate material is not permitted. Material that is not related to coursework for approved unit is deemed inappropriate.
- Downloading copyright material without permission from the copyright owner is illegal, and strictly prohibited. Students detected undertaking such activities will face disciplinary action, which may result in criminal proceedings.

Non-compliance with these conditions may result in disciplinary action without further notice.

Students must use their Macquarie University email addresses to communicate with staff as it is University policy that the University issued email account is used for official University communication.

MACQUARIE UNIVERSITY | FACULTY OF BUSINESS AND ECONOMICS

**MKTG213 MARKETING MANAGEMENT**
**GROUP MEMBERS**
**TUTORIAL DAY…….. ………….……….. TIME…………..**

| |
|---|
| **Group Leader**<br>NAME:……………………………………………………………………………………..<br>STUDENT ID ………………………………………………………………………………<br>MOBILE PHONE NO ……………………………………………………………………..…..<br>EMAIL: ………………………………………………………………………………………… |
| NAME:………………………………………………………………………………………….<br>STUDENT ID: ……………………………………………………………………………<br>MOBILE PHONE NO: ……………………………………………………………………..…..<br>EMAIL:…………………………………………………………………………………………… |
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**Case Study Allocation**

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