



20125 – CHANNEL MARKETING

COURSE CONTENTS A.Y. 2011-2012

Class 09

Teacher: Proff. Sandro Castaldo, Monica Grosso, Francesca Polese

| Date | Hours | Room |
|--------|---------------|------|
| Monday | 08.45 - 10.15 | N33 |
| Monday | 10.30 - 12.00 | N33 |

For the detailed schedule of the course please check on Bocconi's website or on the yoU@B

Course Description and Objectives:

The course illustrates the strategic and operative choices in channel design and management. These choices are analysed in a dynamic and evolutionary perspective and by mean of an empirical business case that allows students to apply in practice the theoretical topics developed in class.

The course is divided in three parts.

In the introductory part the key elements of distribution channels (such as participants and flows), their main economic functions as well as their historical evolution are illustrated. The retailers' key management practices and their offer development process will be discussed.

The second part focuses on channel management pointing out the main choices on: channel design, multichannel management and trade marketing.

The third part analyzes distribution channel relationships and provides, by adopting an International perspective, some insights on emerging trends, among them current innovations in retailing and advanced retail branding.

Course Material:

Attending students

- Marketing part: Rosenbloom, Bert (2004), Marketing Channels: A Management View, 7th Edition, Mason, Ohio: South-Western / Cengage Learning (ISBN 0324186932). Available from the EGEA Bookshop. Chapters 1, 2, 3, 5, 6, 7, 8, 9, and 15 (as indicated in the Course Schedule that follows).
- History part: Reading package from EGEA bookshop

Non - Attending students

- Marketing part: Rosenbloom, Bert (2004), Marketing Channels: A Management View, 7th Edition, Mason, Ohio: South-Western / Cengage Learning (ISBN 0324186932). Available from the EGEA Bookshop.
- History part: Reading package from EGEA bookshop

Detailed Description of Assessment Methods

Attending students

The final grade is composed of the following elements:

- 60% final (individual) written exam;
- 40% group project (Lee case).

| Date* | Hour | Methods |
|----------|-------|---|
| 15-12-11 | 11.00 | Final exam For exchange students only |
| 19-01-12 | 16.30 | Final exam |
| 10-02-12 | 16.30 | Final exam |
| 10-09-12 | 14.30 | Final exam Last exam for attending students |

**Dates and times could vary: please check on Bocconi's website or on the yoU@B*

Non - Attending students

Individual written exam. The exam can involve case analysis and discussion.

| Date* | Hour | Methods |
|----------|-------|---|
| 15-12-11 | 11.00 | Final exam For exchange students only |
| 19-01-12 | 16.30 | Final exam |
| 10-02-12 | 16.30 | Final exam |
| 10-09-12 | 14.30 | Final exam Last exam for attending students |

Group projects/cases (only for attending students)

Specific documents will be uploaded on the course e-learning space at the proper time during the course. It is essential that you read these documents regularly because they provide important details of the group projects/cases.

| Session | Lesson/ Exercise | Topic | Teacher | Reference |
|----------------|-----------------------------|---|----------------|-------------------------------------|
| 1 | Lesson | Course Overview | S. Castaldo | |
| 2 | Lesson | Marketing Channel Concepts | S. Castaldo | Chapter 1 |
| 3 | Lesson | Retailing in historical perspective: an introduction | F. Polese | |
| 4 | Lesson | The emergence of big business in retailing: department stores | F. Polese | |
| 5 | Lesson | From department stores to five and dime stores | F. Polese | |
| 6 | Lesson | The birth of a new retailing format: the supermarket | F. Polese | |
| 7 | Lesson | The Channel Participants | S. Castaldo | Chapter 2 |
| 8 | Lesson | The Environment of Marketing Channels <i>(Deadline for forming groups)</i> | S. Castaldo | Chapter 3 <i>Lee case part I</i> |
| 9 | Lesson | Strategy in Marketing Channels | S. Castaldo | Chapter 5 |
| 10 | Lesson | Designing the Marketing Channel | S. Castaldo | Chapter 6 |
| 11 | Exercise | <i>Presentation of Lee Case Part I</i> | M. Grosso | <i>Lee Case Part II</i> |
| 12 | Lesson | Target Markets and Channel Design Strategy | S. Castaldo | Chapter 8 |
| 13 | Exercise | <i>Presentation of Lee Case Part I</i> | M. Grosso | <i>Lee Case Part II</i> |
| 14 | Exercise | How to make the best use of your readings | F. Polese | |
| 15 | Lesson | A new actor on the retailing scene: the shopping mall | F. Polese | |
| 16 | Exercise | How to make the best use of your readings | F. Polese | |
| 17 | Exercise | <i>Tutorship on Lee case part II</i> | M. Grosso | <i>Lee Case Part II</i> |

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|-----------|----------|---|-------------|--------------------------|
| 18 | Lesson | Distribution channel relationships 1950-2000. Wrap-up | F. Polese | |
| 19 | Exercise | <i>Tutorship on Lee case part II</i> | M. Grosso | <i>Lee Case Part II</i> |
| 20 | Exercise | <i>Presentation of Lee Case Part II</i> | M. Grosso | <i>Lee case part III</i> |
| 21 | Lesson | Selecting the Channel Members | S. Castaldo | Chapter 7 |
| 22 | Exercise | <i>Presentation of Lee Case Part II</i> | M. Grosso | <i>Lee case part III</i> |
| 23 | Lesson | <i>Tutorship on Lee case part III</i> | M. Grosso | <i>Lee case part III</i> |
| 24 | Lesson | Motivating the Channel Members | S. Castaldo | Chapter 9 |
| 25 | Lesson | <i>Tutorship on Lee case part III</i> | M. Grosso | <i>Lee case part III</i> |
| 26 | Lesson | Retail Trends & Innovation | S. Castaldo | |
| 27 | Lesson | Electronic Marketing Channels | S. Castaldo | Chapter 15 |
| 28 | Exercise | <i>Presentation of Lee case part III</i> | M. Grosso | |
| 29 | Lesson | Guest Speech | S. Castaldo | |
| 30 | Exercise | <i>Presentation of Lee case part III</i> | M. Grosso | |

Office hours

Office hours are available at: (<http://www.uni-bocconi.it> > [Quick Reference for](#) > [Current Students](#) > [Timetables, Calendars and Rooms](#) > [Student consultation hours](#)).

Office hours could vary: please check on the website.

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HONOR CODE

Università Bocconi conceives of education as an ongoing process that stretches across a person's entire professional life. The University hopes that the entire Bocconi community will respect the values of fairness and correctness associated with it, values which inspire and guide the conduct of all community members as they pursue common objectives and a shared mission. The Università Bocconi Honor Code is published at <http://www.unibocconi.eu/honorcode>. We encourage all students to read it.

The Bocconi logo is written vertically in a large, blue, serif font. The letters are 'B', 'O', 'C', 'C', 'O', 'N', 'I', with a small blue dot above the 'I'.