

MKT4679: PARTNERSHIP AND CHANNEL MANAGEMENT IN CHINA

Effective Term

Semester A 2022/23

Part I Course Overview

Course Title

Partnership and Channel Management in China

Subject Code

MKT - Marketing

Course Number

4679

Academic Unit

Marketing (MKT)

College/School

College of Business (CB)

Course Duration

One Semester

Credit Units

3

Level

B1, B2, B3, B4 - Bachelor's Degree

Medium of Instruction

English

Medium of Assessment

English

Prerequisites

Nil

Precursors

MKT3600 China Business Workshop

Equivalent Courses

Nil

Exclusive Courses

Nil

Part II Course Details

Abstract

The marketing channel is one of the four Ps of the marketing mix. This course aims to provide students with fundamental knowledge of channel management and partnership management techniques in China. This course teaches students how to evaluate the strengths and weaknesses of different types of marketing channels and partnerships. Students will be able to identify key trends, opportunities and challenges involved in channel development in China. Students will also learn how to design, develop, and manage effective marketing channels in China to achieve sustainable competitive advantage. Real cases will be used to illustrate both problems in channel design and solutions. An interactive teaching method will be adopted in this course through a variety of learning activities such as class discussions, debate, oral presentations, and guest talks.

Course Intended Learning Outcomes (CILOs)

CILOs		Weighting (if app.)	DEC-A1	DEC-A2	DEC-A3
1	Understand the current practices in partnership management and emerging types of marketing channels in China.	20	x		
2	Identify the role and process of channel management and key trends, opportunities and challenges involved in channel management and partnership management in China.	30		x	
3	Analyse the effective marketing channels and solve partnership management problems in China.	30			x
4	Demonstrate professional skills and critical thinking on channel partnership management.	20		x	

A1: Attitude

Develop an attitude of discovery/innovation/creativity, as demonstrated by students possessing a strong sense of curiosity, asking questions actively, challenging assumptions or engaging in inquiry together with teachers.

A2: Ability

Develop the ability/skill needed to discover/innovate/create, as demonstrated by students possessing critical thinking skills to assess ideas, acquiring research skills, synthesizing knowledge across disciplines or applying academic knowledge to real-life problems.

A3: Accomplishments

Demonstrate accomplishment of discovery/innovation/creativity through producing /constructing creative works/new artefacts, effective solutions to real-life problems or new processes.

Teaching and Learning Activities (TLAs)

TLAs	Brief Description	CILO No.	Hours/week (if applicable)
1	Seminar	General knowledge, concepts, and techniques of partnerships and channel management such as key trends, opportunities and challenges will be explained.	1, 2, 3

2	Independent Study	Students should complete all suggested readings before each lecture.	1, 2, 4	
3	Group Discussion	Discussions will be arranged during and off classes to ensure understanding and collaboration among students.	1, 2	
4	Games	Online games will be played by groups of students to strengthen students' understanding of core concepts and techniques and collaboration. Students are divided into teams and compete against each other by using business network simulator. To meet different demand patterns and to maximize cash position, student teams will set production and inventory control parameters, transportation choices, and add new factories and warehouses.	2, 3	

Assessment Tasks / Activities (ATs)

	ATs	CILO No.	Weighting (%)	Remarks (e.g. Parameter for GenAI use)
1	In-Class Quizzes In-class quizzes contain multiple-choice questions that are a straightforward application of the material seen in class and are to be done individually after going through the slides for each lecture.	1, 2	10	

2	Presentation and Report of Individual Case Analysis Individual case assignments contain problem-solving type questions for the case in study. Students are not allowed to talk to anyone but the instructor about the individual case assignments.	1, 2, 3	10	
3	Presentation and Report of Group Case Analysis Team homework assignments will be arranged during the semester.	1, 3, 4	20	
4	Class Discussions Attendance and discussions at all class meetings are expected.	3, 4	5	
5	Mid-term Examination The exam is designed to assess students' ability to grasp on the concepts and techniques, as well as the ability to apply them to solve contemporary business problems in China.	1, 2, 3	25	

Continuous Assessment (%)

70

Examination (%)

30

Examination Duration (Hours)

2

Additional Information for ATs

The exams are designed to assess students' ability to grasp on the concepts and techniques, as well as the ability to apply them to solve contemporary business problems in China.

Assessment Rubrics (AR)**Assessment Task**

In-Class Quizzes

Criterion

Answers in the quizzes.

Excellent (A+, A, A-)

Show excellent command of all aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.

Good (B+, B, B-)

Show good coverage of most aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.

Fair (C+, C, C-)

Demonstrate acceptable command of a reasonable amount of materials covered, with the ability to understand and identify the partnership and channel management problems in different business contexts.

Marginal (D)

Show marginal command of course materials, with the ability to partially understand and identify the partnership and channel management problems in different business contexts.

Failure (F)

Show no command of the course materials and unable to understand and identify the partnership and channel management problems in different business contexts.

Assessment Task

Presentation and Report of Individual Case Analysis

Criterion

1. Applications of fundamental knowledge of channel management and partnership management techniques.
2. Presentation of the report.

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate excellent ability to solve problems and think critically and individually.
3. Show wonderful attitude of learning.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate good ability to solve problems and think critically and individually.
3. Show active attitude of learning.

Fair (C+, C, C-)

1. Demonstrate acceptable command of a reasonable amount of materials covered, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate acceptable ability to solve problems and think critically and individually.
3. Show positive attitude of learning.

Marginal (D)

1. Show marginal command of course materials, with the ability to partially understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate marginal ability to solve problems and think critically and individually.
3. Show minimum attitude of learning.

Failure (F)

1. Show little command of course materials and unable to understand and identify the partnership and channel management problems in different business contexts.

2. Unable to solve problems and think critically and individually.
 3. Show no learning attitude.
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Assessment Task

Presentation and Report of Group Case Analysis

Criterion

1. Applications of fundamental knowledge of channel management and partnership management techniques.
2. Presentation of the report.
3. Creativity and new knowledge generated.

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate excellent ability to raise question and think critically.
3. Show wonderful attitude of team work and cooperation.
4. Enthusiastic, contribute to team work proactively.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate good ability to raise question and think critically.
3. Show active attitude of team work and cooperation.
4. Active, contribute to team work keenly.

Fair (C+, C, C-)

1. Demonstrate acceptable command of a reasonable amount of materials covered, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate acceptable ability to raise question and think critically.
3. Show positive attitude of team work and cooperation.
4. Active when prompt, contribute to team work reactively.

Marginal (D)

1. Show marginal command of course materials, with the ability to partially understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate marginal ability to raise question and think critically.
3. Show minimum attitude of team work and cooperation.
4. Occasionally active when urged.

Failure (F)

1. Show little command of course materials and unable to understand and identify the partnership and channel management problems in different business contexts.
 2. Unable to solve problems and think critically and individually.
 3. Show no learning attitude.
 4. Make no contribution to team work.
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Assessment Task

Performances in Class Discussions

Criterion

1. Participation
2. Insights in the discussions.

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate excellent ability to raise question and think critically.
3. Enthusiastic in class discussion.
4. Attend over 90% of the classes.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate good ability to raise question and think critically.
3. Attend 80%-90% of the classes.

Fair (C+, C, C-)

1. Demonstrate acceptable command of a reasonable amount of materials covered, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate acceptable ability to raise question and think critically.
3. Attend 70%-80% of the classes.

Marginal (D)

1. Show marginal command of course materials, with the ability to partially understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate marginal ability to raise question and think critically.
3. Attend less than 70% of the classes.

Failure (F)

1. Show little command of course materials and unable to understand and identify the partnership and channel management problems in different business contexts.
2. Unable to raise question and think critically.
3. Attend less than 60% of the classes.

Assessment Task

Mid-Term Examination

Criterion

1. Answers in the examination.
2. Applications of fundamental knowledge of channel management and partnership management techniques.

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate excellent ability to apply course content in practical situations and to identify and assess the alternatives to solve real business problems.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate good ability to apply course content in practical situations and to identify and assess the alternatives to solve real business problems.

Fair (C+, C, C-)

1. Demonstrate acceptable command of a reasonable amount of materials covered, with the ability to understand and identify the partnership and channel management problems in different business contexts.

2. Able to apply major course content in practical situations and to identify and assess the alternatives to solve real business problems.

Marginal (D)

1. Show marginal command of course materials, with the ability to partially understand and identify the partnership and channel management problems in different business contexts.
2. Able to apply some concepts of the course with little integration and applications. Show marginal ability to identify and assess the alternatives to solve real business problems.

Failure (F)

1. Show little command of course materials and unable to understand and identify the partnership and channel management problems in different business contexts.
 2. Unable to apply concepts of the course and identify the alternatives to solve real business problems.
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Assessment Task

Final Examination

Criterion

1. Answers in the examination.
2. Applications of fundamental knowledge of channel management and partnership management techniques.
3. Innovativeness of business ideas.

Excellent (A+, A, A-)

1. Show excellent command of all aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate excellent ability to apply course content in practical situations and to identify and assess the alternatives to solve real business problems.

Good (B+, B, B-)

1. Show good coverage of most aspects of the course, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Demonstrate good ability to apply course content in practical situations and to identify and assess the alternatives to solve real business problems.

Fair (C+, C, C-)

1. Demonstrate acceptable command of a reasonable amount of materials covered, with the ability to understand and identify the partnership and channel management problems in different business contexts.
2. Able to apply major course content in practical situations and to identify and assess the alternatives to solve real business problems.

Marginal (D)

1. Show marginal command of course materials, with the ability to partially understand and identify the partnership and channel management problems in different business contexts.
2. Able to apply some concepts of the course with little integration and applications. Show marginal ability to identify and assess the alternatives to solve real business problems.

Failure (F)

1. Show little command of course materials, with the ability to partially understand and identify the partnership and channel management problems in different business contexts.
 2. Unable to apply concepts of the course and assess the alternatives to solve real business problems.
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Part III Other Information

Keyword Syllabus

Partnership Management; Marketing Channel; Distribution; Channel functions; Channel Design; Channel behavior; Channel Power; Channel Conflict; Channel dynamics; Guanxi; Chinese Enterprises; Product and Service Companies; state-owned channel members; Sino-foreign joint ventures; Strategic Planning; Channel Value Chain; Channel Stewardship; Multiple channels; Vertical Integration; Vertical Marketing System; Distribution intensity; Retailing; Wholesaling; Franchising; Horizontal Marketing System, Inter-province ventures.

Reading List

Compulsory Readings

Title	
1	Anne T. Coughlan, Erin Anderson, Louis Stern & Adel I. El-Ansary, "Marketing Channels", 7th edition, Upper Saddle River, NJ: Prentice Hall Publishers.
2	V. Kasturi Rangan & Marie Bell, "Transforming Your Go-to-Market Strategy: The Three Disciplines of Channel Management", Harvard Business Review Press.

Additional Readings

Title	
1	Julian Dent, "Distribution Channels: Understanding and Managing Channels to Market", Lawrence G. Friedman and Tim Furey, "The Channel Advantage", Routledge.
2	Steven Wheeler & Evan Hirsh, "Channel Champions: How Leading Companies Build New Strategies to Serve Customers", John Wiley & Sons.