

**Multi-channel Marketing
Winter 2014**

TENTATIVE

Contact Information:

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Class Meetings:

Lectures	1 (A&B)	2 (A&B)	3 (A&B)	4(A&B)
Davis	1/9	1/16	1/23	1/30
Sacramento	1/11	11/18		
Bay Area	1/12	1/19		

Office Hours:

By appointment.

Course Description and Learning Objectives:

Multi-channel marketing strategies empower managers to deliver value to different customer segments. This class covers the useful concepts to evaluate such strategies. The goal of the course is to provide a framework to understand the challenges and trade-offs that managers face as they design and implement multichannel strategies. The framework can be applied to B2C as well as B2B sales. We will apply it to topics such as channel segmentation, building brands, direct vs. indirect sales and channel conflict.

Class Administration

Classes consist of lectures, readings and cases.

- Lectures provide the concepts and methods.
- In-class discussions are based on the assigned reading materials.
- Cases furnish real-world examples various competitive marketing strategies.

Grading

TBD. No Final.

Prerequisite and course(s):

Markets and the Firm (202A), Data Analysis for Managers (203A), Marketing Management (204), Organizational Strategy and Structure (201B),

Tentative Course Plan

<i>Topic</i>	
Introduction (1A)	Readings <ul style="list-style-type: none"> • “Managing Distribution” • “Marketing Channel Design and Management” • “Sales Force and Channel Management”
The Strategic Role of Marketing Channels (1B)	<i>Case</i> Apple Store
Channel Segmentation (2A)	<i>Case</i> Avon.com
Channel Flows (2B)	
Channel Structure Adding a New Channel? (3A)	<i>Case</i> Bank of America
Channel Management Managing Conflicts (3B)	<i>Reading:</i> Managing Conflict to Increase Channel Coordination <i>Case</i> Nature Review
Marketing Mix in the Channel (4A)	<i>Case</i> Manchester Products
New Challenges (4B)	Topics covered: <ul style="list-style-type: none"> - Emerging markets - Mobile commerce - Sustainability

Course Packet

- “Managing Distribution”, in **Strategic Marketing Management**, 6th edition, Alexander Chernev, Brightstar Media, 2011
- “Sales Force and Channel Management” in **Marketing Metrics**, Farris, Bendle, Pfeifer and Reibstein, Wharton School Publishing, 2006
- “Marketing Channel Design and Management” by Anne Coughlan in **Kellogg on Marketing**, edited by Tybout and Calder.
- “Segmentation for Marketing Channel Design” and “Managing Conflict to Increase Channel Coordination”, in **Marketing Channels**, 7th edition, by Coughlan, Anderson, Stern and Et-Ansary.

Cases:

- Apple Stores by Wathieu and Morris, Harvard Case
- Avon.com by Godes, Harvard Case
- Bank of America: Mobile Banking (Abridged) by Gupta and Morris, Harvard Case
- Natureview Farm by Fleming, Harvard Case
- Manchester Products by Quelch and Beckham, Harvard Case