



강 의 계 획 서(Syllabus)

2015 년도 2 학기

2016년 6월 23일 목요일

교과목명	유통관리	담당교수명	김민성
학수번호	BUS3504-001 학점:3.0	교과목영문명	Channel Management
강의시간표	6-420: 화4,5,6, 수4,5,6	강좌평가방법	절대평가
기타정보			
핵심역량			

교수프로필 (자세히보기)	
강의목표	<p>After completion of this course, the student should be able to:</p> <p>(1) Analyze marketing channels using a framework for analysis that can be used for consumer product sales, business-to-business sales, and sales of services.</p> <p>(2) Discuss how to interpret the demands consumers have for the productive outputs of the channel.</p> <p>(3) Show how to describe the productive activities of channel members that produce valued service outputs.</p> <p>(4) Analyze the gap between service output demanded and supplied, so that more efficient channel management is viable.</p> <p>(5) Discuss how to manage channel members' strong and sustainable relationships.</p>
강의개요	<p>This course will study the elements and management of marketing channels. For our purposes, any marketing channel is viewed as an inter-organizational system involved with the task of making goods, services, and concepts available for consumption by enhancing their time, place, and possession utilities. The focus is on how institutions can effectively and efficiently transmit things of value from points of conception, extraction, and/or production to points of consumption.</p> <p>We will analyze marketing channels using a framework for analysis that can be used for consumer product sales, business-to-business sales, and sales of services. We will first discuss how to interpret the demands consumers have for the productive outputs of the channel. We will then show how to describe the productive activities of channel members that produce these valued service outputs. We will identify the types of gaps that can exist in channel design and how to close them. We will then discuss how to manage the channel to control channel conflict and enhance channel coordination through the constructive use of channel power. Throughout the class, we will use lecture/discussion, article reading/discussion, outside speakers, and use the course knowledge. We will also discuss some important channel issues, such as gray marketing, in light of the analytic framework for the course.</p>
교재	서명:Marketing Channels 저자: Anne T. Coughlan, Erin Anderson, Louis W. Stern, a 출판사: Prentice-Hall 출판년도: 2006
부교재및참고도서	
강의진행방식	<ul style="list-style-type: none"> - The course will generally follow the textbook chapter sequence as shown in the course outline. - At the end of each class, one of students is supposed to summarize the class contents provided, to help students' understanding of course contents. - On every class, students are supposed to present appropriate cases depending upon the chapter being studied.
수강시유의사항	<ul style="list-style-type: none"> - This class will provide the actual class video clips for all classes. (본 강의는 강의실에서 수업 후 "복습동영상"을 제공합니다) - This means that every class will be recorded and the class recordings will be provided after each class, so that students are able to review the class contents easily. (즉, 매 강의를 녹화되고, 녹화된 강의를 이클래스에 업로드하여 학생들이 수업에대한 복습이 필요할 때 편리하게 사용할 수 있도록 할 예정입니다!!)
공학인증관련	
Office Hour (상담시간)	

평 가 기 준

중간고사	기말고사	출석	과제	퀴즈	토론	기타	계
25 %	25 %	0 %	0 %	0 %	20 %	30 %	100 %

강 의 진 행 계 획 서			
주 차	구분	내 용	강의방식
1	강의주제	Welcome! Review of Syllabus & Course Introduction	
	강의내용		
	시험및과제		
2	강의주제	Marketing channels: Structure and functions	
	강의내용	Coughlan, et al./ch1	
	시험및과제	Reading - channel options for 3 product types - tea selling in Taiwan	
3	강의주제	Segmentation for marketing channel design: service output	
	강의내용	Coughlan, et al./ch2	
	시험및과제	Reading - CDW and PC purchases(SOD) - online bill payment(SOD)	
4	강의주제	Supply side channel analysis: channel flows and efficiency analysis	
	강의내용	Coughlan, et al./ch3	
	시험및과제	Readings - CDW and PC purchases(channel flows) - online bill payment(channel flows) - reverse logistics - surprising flow	
5	강의주제		
	강의내용	추석연휴	
	시험및과제		
6	강의주제	Supply side channel analysis: channel structure and intensity	
	강의내용	Coughlan, et al./ch4	
	시험및과제	- royal canin - appliances makers shun hypermarkets - beneteau acquires Jeanneau - LVMH acquires Donna Karan - Tupperware's retail channel cannibalization	
7	강의주제	Gap analysis	
	강의내용	Coughlan, et al./ch5	
	시험및과제	- CDW and PC purchases (Gap analysis) - Online bill payment(Gap analysis) - reverse logistics(gap analysis) - music retailing	
8	강의주제		
	강의내용	mid-term exam	
	시험및과제		
9	강의주제	Gap analysis application	
	강의내용	Coughlan, et al./ch5	
	시험및과제		

10	강의주제	Channel power: getting it, using it, keeping it	
	강의내용	Coughlan, et al./ch6	
	시험및과제	<ul style="list-style-type: none"> - CNH group - retailers build expertise power - mystery shopper - Gore-Tex - Kmart - east african breweries 	
11	강의주제	Managing conflict to increase channel coordination	
	강의내용	Coughlan, et al./ch7	
	시험및과제	<ul style="list-style-type: none"> - Nike vs. Foot locker - Meccano and domain conflict - wright line - domain conflict and internet commerce - Oakley battles its biggest customer - goodyear and firestone - sonic 	
12	강의주제	Power and conflict	
	강의내용	Coughlan, et al./ ch6,7	
	시험및과제		
13	강의주제	Strategic alliances in distribution	
	강의내용	Coughlan, et al./ch8	
	시험및과제	<ul style="list-style-type: none"> - John Deere - east african breweries(stock) - Levi Strauss - Smart baby bentz - Caterpillar - phillip morris - Fujitsu and fedex - xerox 	
14	강의주제	Vertical integration in distribution	
	강의내용	Coughlan, et al./ch9	
	시험및과제	<ul style="list-style-type: none"> - vertical integration forward - gustavus meat packing - east african breweries - decades of rivalry coke pepsi - fleming integrates forward - intermarche- retailer loses focus 	
15	강의주제	Vertical integration vs. Outsourcing	
	강의내용	Coughlan, et al. /ch8,9	
	시험및과제		
16	강의주제	Final Exam (Coughlan, et al./ch5,6,7,8,9)	
	강의내용		
	시험및과제		