Multi-channel Marketing  
Winter 2013

TENTATIVE

Contact Information:
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Phone: (530) 752-3739

Class Meetings:

<table>
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<tr>
<th>Meetings</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
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<tbody>
<tr>
<td>Davis</td>
<td>1/9</td>
<td>1/16</td>
<td>1/23</td>
<td>1/30</td>
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<tr>
<td>Sacramento</td>
<td>1/12</td>
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<tr>
<td>Bay Area</td>
<td>1/13</td>
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Office Hours:
On appointments.

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

<table>
<thead>
<tr>
<th>Topic</th>
<th>Date</th>
<th>Readings</th>
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| **Introduction (1A)**                              | Davis: 1/9, Sacramento: 1/12, San Ramon: 1/13 | - “Managing Distribution”  
- “Marketing Channel Design and Management”  
- “Sales Force and Channel Management” |
| **The Strategic Role of Marketing Channels (1B)**   | Davis: 1/9, Sacramento: 1/12, San Ramon: 1/13 | **Case**  
Apple Store |
| **Channel Segmentation (2A)**                       | Davis: 1/16, Sacramento: 1/12, San Ramon: 1/13 | **Case**  
Avon.com |
| **Channel Flows (2B)**                              | Davis: 1/16, Sacramento: 1/12, San Ramon: 1/13 |                               |
| **Channel Structure**                               | Davis: 1/23, Sacramento: 1/26, San Ramon: 1/27 | **Case**  
Bank of America |
| **Adding a New Channel? (3A)**                      | Davis: 1/23, Sacramento: 1/26, San Ramon: 1/27 | **Reading:**  
Managing Conflict to Increase Channel Coordination  
**Case**  
Nature Review |
| **Channel Management**                              | Davis: 1/23, Sacramento: 1/26, San Ramon: 1/27 |                               |
| **Managing Conflicts (3B)**                         | Davis: 1/30, Sacramento: 1/26, San Ramon: 1/27 |                               |
| **Marketing Mix in the Channel (4A)**               | Davis: 1/30, Sacramento: 1/26, San Ramon: 1/27 | **Case**  
Manchester Products |
| **New Challenges (4B)**                             | Davis: 1/30, Sacramento: 1/26, San Ramon: 1/27 | **Topics covered:**  
- Emerging markets  
- Mobile commerce  
- Sustainability |
Course Packet

- “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