



MARKETING CHANNELS AND STRATEGIC PARTNERSHIPS

MKTG 4520.407 (3998) - Summer 2026 (5W2)

This course section is administered 100% online via the CANVAS website.

Instructor Contact

Name: Beth McConahay

Office Location: Ryan College of Business Building

Phone Number: 651-724-0243

Office Hours: Virtual by appointment

Email: Elizabeth.McConahay@unt.edu

Meet Your Instructor



Beth McConahay

Hi everyone, I would like to welcome you to our course. My name is Beth McConahay and I will be your instructor this semester. I look forward to facilitating our course and working with you to explore Marketing Channels and Strategic Partnerships. I have experience teaching in both face-to-face environments and with an online, asynchronous course. My business experience includes Director of Sales, Director of Marketing and Director of Customer Experience at UPS. My education includes a B.S.B.A. in Marketing, B.A. in French and M.B.A. in Marketing. On a personal note, I grew up in the Central Ohio area, lived seven years just outside St. Paul, MN and have lived in North Texas for the past nine years. I also have a husband, two college-aged children (one goes to University of New Mexico and the other attends Minneapolis College of Art and Design) and three dogs.

I am invested in your success so please do not hesitate to email me if you have any questions or concerns as you work through the course. I will communicate with the class often through announcements and occasionally with you individually via email or Canvas message. I hope you enjoy the course!



Course Description

This course is an examination of strategic issues involved in managing marketing channels. Topics include channel design, supply chain management and the external channels environment. Marketing channel strategy extends to the use of strategic alliances and other collaborative distribution relationships for global competitive advantage. Special attention is directed to resource and technology interdependencies, exchange governance and relationship benchmarking. MKTG 3650 or approval of the department chair is a prerequisite for this course (3 credit hours).

Course Introduction

Many consumers and business practitioners alike underestimate the importance of marketing channels in their everyday lives. Yet, the very origins of marketing as a discipline evolved from the distribution of goods from the point-of- production to the point-of- consumption. This may sound quite dated in today's market setting. Yet, the very first courses in marketing addressed the matching of supply and demand as goods - largely produced in the rural communities across America - followed the movement of consumers flocking to emerging cities during the Industrial Revolution in the U.S.A. The distribution of goods was a critical part of the evolution of marketing and marketing channels. From farms to the very first retailers in urban cities, the matching of supply and demand, the development of intermediaries, and the physical distribution that collectively created value in the exchange process was the essence of marketing channels.

The role of the customer is not limited to the consumer. As you remember from marketing principles, there are a multitude of buyer- seller relationships that create value in the movement of goods and services. Today, channel intermediaries - the organizations that create value in the movement of goods and provision of services from raw materials to purchases to managed returned products - are important role players in the marketing process. Similarly, the absence of channel intermediaries (*disintermediation*) is pervasive throughout today's technology- connected, global marketplace.

In this course, we will critically explore how individuals and organizations leverage resources to maximize the delivery of value in marketing channels. In the 21st-century perspective of marketing channels, you will discover that a technology- enabled, globally



connected marketplace requires that marketers reconsider current tactics and strategies to improve the efficiency and effectiveness of the flows of market offerings to enhance value to its customers.



One of the most compelling challenges confronting all organizations and consumers is the unprecedented options for sourcing goods and services from both physical as well as virtual channels. We call this multi-channel or omni-channel distribution. Think about how you buy and return purchases (consummate transactions). You likely do not consider the “back-end” transaction costs that impact the entire supply chain. In this course, we will critically examine the flows of goods and services between buyers and sellers, including business-to-business (B2B), business-to-consumer (B2C) and consumer-to-consumer (C2C) transactions.

Course Learning Objectives

After completing this course, you should be able to attain each of the following learning objectives.

1. To define marketing channels
2. To discuss the evolving role of marketing channels in the marketing mix strategy
3. To understand the role of marketing channels in creating value for buyers and sellers
4. To relate marketing channels to the marketing concept
5. To provide examples of technologies that impact value chain creation
6. To explain the role of cooperation, collaboration and commitment in building channel relationships



7. To articulate the various channel role sets, and the dynamics that relate to these role sets in the global marketplace
8. To explain the difference between intermediation and disintermediation in marketing channels
9. To describe how the channels environment impacts organizational and individual decision-making
10. To discuss the various types of marketing channel structures that have emerged in the 21st century.
11. To explain the dynamic role of transportation and logistics in creating value chain relationships
12. To understand the mechanisms for evaluating value chain management (VCM) performance outcomes

Course Delivery

- **Video-on-Demand Course:** There will be assigned videos to watch that add value to the course topics and will be tested on the scheduled quizzes.
- **Experiential:** In this course, you will be required to complete two experiential exercises that gives you an opportunity to apply marketing channels principles to real-world practice. These exercises are an important component of your learning outcomes.
- **Quizzes/Exams:** All quizzes are administered online via CANVAS.
- **Assigned Readings:** A set of readings will be used to supplement the topics we cover throughout the course. It is important for you to read and understand all posted materials on CANVAS.
- **Discussions:** To facilitate exchange of ideas, you will participate in discussion topics via Canvas.

Course Relevance

At some time in your life, you have likely purchased a pair of jeans. This seemingly innocuous purchase truly involved a set of complex marketing channel issues.



Now, let's consider the complexities of the global marketing channel from initial stages to final sale for this fashion apparel. Cotton denim starts from the fields and is processed into ginned cotton and cotton yarn. Packed in tightly condensed bales, the incoming raw material is cleaned, disentangled, straightened and gathered after inspection. This is just the start of those favorite pair of blue jeans. Then the material has to be sewn in factories into many shapes, styles and sizes. Jeans are usually packaged according to the customers' requirements (often "rack ready") along with affixed price tags. Then, they are shipped from factories on pallets into large containers and shipped to wholesalers, retailers, and other intermediaries. The entire process is long and arduous, and far more complex than window-shopping or channel surfing for the best fit, style and price that matches your individual preferences.

Jeans are products that we all wear, but we do not likely consider the global sourcing, production and distribution that delivers assortment (choice), convenience, pricing and other factors that ultimately impact our purchase decision and customer satisfaction. Throughout the course, you will garner an appreciation for how marketing channels create value for buyers and sellers in the flow of goods and services.

Learning Support

Course Materials. In this course, you will NOT need to purchase a textbook. The course content, PowerPoints, videos and all other supplemental materials are available on the CANVAS course website, and they are adapted largely from the textbook: Pelton, Lou E. et al. (2017), *Marketing Channels: Managing Supply Chain Relationships*, McGraw-Hill Education, Third Edition, Burr Ridge, IL.



CANVAS. If you ever encounter any difficulty with the CANVAS system, it is your responsibility to contact the Help Desk. Your instructor has no authority or control over the operating system, university servers or software platform. Accordingly, you must take responsibility for understanding the CANVAS interface. There are on-line help sessions and workshops available for all students. For more information, contact the Help Desk.

Course Policies

Academic Integrity. It is expected that each student enrolled in the course ascribes to the policies articulated in the University of North Texas “Academic Integrity Policy.” The policy is posted on the CANVAS course Website under an icon titled “Academic Integrity.” You are required to read and understand the policy. If you have any questions, please contact me or the University of North Texas Academic Integrity Office.

Artificial intelligence Usage. In this course, you are encouraged to use Generative AI (GenAI) tools such as Claude, ChatGPT, or CoPilot to support your learning and development skills for a GenAI-oriented workforce. This use will help us stay technically proficient and ethically grounded. However, GenAI should complement, not replace, your critical thinking or our course materials. If something seems unclear, please seek clarification. **You are not permitted to use GenAI to write any of your discussion topics or work you submit.**

I may sometimes use GenAI to generate prompts or to create scenarios. I will always disclose how I use GenAI, and I expect the same from you. In line with the UNT Honor Code, all work you submit must be your own. Using GenAI tools without attribution or relying on them to complete assignments violates academic integrity and will be addressed according to university policy.

UNT COB Student Ethics Statement. "As a student of the UNT College of Business, I will abide by all applicable policies of the University of North Texas, including the Student Standards of Academic Integrity, the Code of Student Conduct and Discipline and the Computer Use Policy."



"I understand that I am responsible reviewing the policies as provided by link below before participating in this course. I understand that I may be sanctioned for violations of any of these policies in accordance with procedures as defined in each policy. I will not engage in any acts of academic dishonesty as defined in the Student Standards of Academic

Integrity, including but not limited to using another's thoughts or words without proper attribution (plagiarism) or using works in violation of copyright laws. I agree that all assignments I submit to the instructor and all tests I take shall be performed solely by me, except where my instructor requires participation in a group project in which case I will abide by the specific directives of the instructor regarding group participation. While engaged in on- line coursework, I will respect the privacy of other students taking online courses and the integrity of the computer systems and other users' data. I will comply with the copyright protection of licensed computer software. I will not intentionally obstruct, disrupt, or interfere with the teaching and learning that occurs on the website dedicated to this course through computer 'hacking' or in any other manner."

Student Standards of Academic Integrity

<http://policy.unt.edu/sites/default/files/untpolicy/pdf/7>Links to an external site.-
[Student_Affairs](#)Links to an external site.-Links to an external
[site.Academic_Integrity.pdf](#)Links to an external site.

Code of Student Conduct and Discipline

http://conduct.unt.edu/sites/default/files/pdf/code_of_student_conduct.pdfLinks to an
external site.

Computer Use Policy

<http://policy.unt.edu/policy/3>Links to an external site.-Links to an external site.10Links to
an external site.

Attendance and Participation. You are expected to remain highly engaged in all CANVAS course activities. All CANVAS participation is recorded automatically. The instructor is fully aware of the frequency and duration of each CANVAS engagement throughout the semester.



CANVAS Course Platform. It is the student's responsibility to learn how to use the University of North Texas CANVAS course platform available at [Canvas | University of North Texas](#)Links to an external site. Links to an external site.n the event that you have difficulty with the course web site, please contact the CANVAS Help Desk first! In the event that any interruption occurs during a quiz or an assignment, please contact the Help Desk and obtain a "record number" BEFORE contacting the professor!

Course Content Issues or Process Issues. All course content issues can be easily addressed by contacting me at Elizabeth.McConahay@unt.edu.

Course Assessment of Learning

You elected to enroll in an online course, and this requires self-motivation and (like all other courses) responsibility for your own performance outcomes. **As a five-week summer course, the workload is quite heavy.** Remember that the content we will be covering is the same content that is taught during a 15-week semester. It will take a significant time commitment from you to complete this course in five weeks successfully. I will do everything possible to enable your success in MKTG 4520; however, you must take responsibility for following timelines, reading and listening to assigned content, and studying all assigned materials.

If you do not have time available to dedicate 10-15 hours a week for this course, you may wish to re-schedule this course when it is taught over a typical 15-week time span.

In this course, there will be several opportunities for you to demonstrate your learning outcomes:

Experiential Exercises. These are real-world, relevant and timely living cases that ask you to discuss questions about a marketing channels decision scenario. The platforms afford you an opportunity to evaluate a scenario, apply marketing channels principles and construct a well-developed, thoughtful discussion. The grading rubric for this assignment is provided on the CANVAS course web site. Your grades for the Experiential Exercises will be posted to CANVAS. The Experiential Exercises are worth 140 points each, for a total of



280 points, or 28% of your course grade. The due dates and assignment directions are available on the posted assignment.

Concept Checks Quizzes. Throughout the modules there will be small concept check quizzes covering the content that preceded it. This is a learning tool to help you check for understanding and reinforce learnings. You have two attempts to complete the concept checks and they comprise 10% of your total grade.

Exams. There will be three, online multiple-choice or T/F exams that test all materials in each of the modules of course content (Module I, II and III). **Any materials on this syllabus, in videos or content posted on CANVAS may be included on the exams.**

Discussion questions. There will be two discussion questions posted during the session. You are required to post a thoughtful reply to the original discussion question and then post a thoughtful (and respectful) perspective or viewpoint to a peer's reply to the post. The original response to the prompt is worth 50 points, while your reply to a peer's post is worth 10 points.

Assignments Percentage to Total grade

Experiential Exercise: 28%

Exams (3): 50%

Concept Checks: 10%

Discussion Posts: 12%

Grading

A = 90-100% B= 80-89.9% C = 70 - 79.9% D = 60 - 69.9% F = 0-59.9%

Late Policy

Work submitted past the due date will have a **15%** late penalty applied. **Late work will only be accepted until the next Module due date.** After that time, incomplete assignments will be scored at 0 points. For example, if the work from Module 1 is due 7/1, and it is submitted by 7/8, it will be accepted and scored with the 15% late penalty. However, if Module 2 is due 7/12, and a student tries to submit incomplete work from Module 1 (which was due 7/1), they will no longer be able to do so after 7/12.



COURSE CALENDAR – June 22 – July 24

Module	Chapters	Dates	Topic <i>Most content in the topics have concept checks throughout the videos/readings that are expected to be completed by the end of the module due dates.</i>	Due dates	Points
1			Syllabus Check	Wednesday 6/25	5
	1	6/22 - 7/1	21st Century Marketing Channels		
	2	6/22 - 7/1	Channel Roles and Relationships		
	3	6/22 - 7/1	Channel Resource Advantage and SD-Logic		
	4	6/22 - 7/1	Global Markets and the Political Economy		
			Chapter Concept Checks	Wednesday, 7/1	38
			Discussion Topic # 1 Reply 1 Due 6/26	Friday 6/26	50
		6/22 - 7/1	Discussion Topic # 1 Peer reply due 7/1	Wednesday, 7/1	10
		6/22 - 7/1	Quiz One - Due Wednesday, 7/1	Wednesday, 7/1	200
2	5	7/2- 7/12	Experiential Exercise Due	Sunday, 7/5	140
	6	7/2- 7/12	Creating Value Chains...Structure & Stricture		
	7	7/2- 7/12	Navigating the Turbulent Cs		
	8	7/2- 7/12	Conflict Resolution in Marketing Channels		
		7/2- 7/12	Global Transportation and Logistics		
			Chapter Concept Checks	Sunday 7/12	38
			Discussion Topic # 2 Reply 1 Due Friday 7/10	Friday 7/10	50
3		7/2- 7/12	Quiz Two Due Sunday, 7/12	Sunday, 7/12	200
	9	7/13-7/21	Discussion Topic # 2 Peer reply due 7/15	Wednesday 7/15	10
	10	7/13-7/21	Value Chain Management		
			Measuring Channel Performance		
			Chapter Concept Checks	Tuesday 7/21	19
		23-Jul	Experiential Exercise Due	Tuesday 7/21	140
			Quiz Three Due Wednesday, 7/23	Wednesday 7/23	100

There is No Final Examination in this Course.