

**Course Syllabus**  
**INDS 3020 – Industrial Channel Management**  
**Fall 2025**

**Instructor: Thomas Ryan Brindle, DSc**  
Clinical Associate Professor - Industrial Distribution  
Program Director - B.S. in Industrial Distribution

University of North Texas (Frisco Landing Campus)  
12995 Preston Road  
Frisco, TX 75033  
Cell: 972-585-8835  
Email: [thomas.brindle@unt.edu](mailto:thomas.brindle@unt.edu) (please contact me via email rather than through Canvas)  
Office Hours: TBA in-person and online by appointment

**Course Description**

This course begins from the framework of understanding technology systems and an understanding about interactions between constituent sub-systems, and then parts. The focus is on ensuring students understand the manufacturing, wholesaling, distribution and end-customer value channels in terms of acquisition and life cycle cost. Students will develop the inter-channel selling skills and strategies required by today's professional technical salesperson. Topics include channel structure, channel-to-channel and business-to-business sales, channel communication skills, relationship selling, product and service strategies, sales force management and measuring performance.

**Course Learning Outcomes**

*By the end of the semester, students will:*

1. Understand how the selling role is strategically deployed to generate business, serve customers and grow/manage revenue in industrial channels.
2. Develop communication skills in channel relationships.
3. Enhance skills of self-presentation and impression management.
4. Prepare and execute a sales solution by visually, verbally, and nonverbally communicating your information using the selling skills discussed in class.

**Textbook & Technology Requirements**

Chopra, Sunil. (2019). *Supply Chain Management: Strategy, Planning, and Operation, Global Edition* (7th Edition). Pearson.

Students are required to bring a basic four-function calculator for exams.

This course has digital components. To fully participate in this class, students will need internet access to reference content on the Canvas Learning Management System and other software. If circumstances change, you will be informed of other technical needs to access course content. Information on how to be successful in a digital learning environment can be found at [Learn Anywhere](https://online.unt.edu/learn) (<https://online.unt.edu/learn>).

## **Grading**

Midterm Exam - 25%	A: 90% - 100%
Project & Presentation - 25%	B: 80% - 89%
Assignments – 10%	C: 70% - 79%
Participation and Attendance - 10%	F: less than 70%
Final Exam - 30%	

*Industrial Distribution students are required to pass all major coursework with a grade of C or higher for credit.*

## **Course Schedule**

*Students will be notified by Eagle Alert if there is a campus closing that will impact a class. This the calendar is subject to change, per Campus Closures Policy (<https://policy.unt.edu/policy/15-006>).*

**Week 1 - Course Introduction (8/18 – 8/23)**

**Week 2 - Supply Chain Coordination / NT Project (8/24 – 8/28)**

**Week 3 - Supply Chain Coordination / NT Project (8/31 – 9/6)**

**Week 4 - Supply Chain Coordination / NT Project (9/7 – 9/13)**

**Week 5 - Supply Chain Coordination / NT Project (9/14 – 9/20)**

**Week 6 - Exam 1 (9/21 – 9/27)**

**Week 7 - Channel Sales (9/28 – 10/4)**

**Week 8 - Channel Sales (10/5 – 10/11)**

**Week 9 - Channel Sales (10/12 – 10/18)**

**Week 10 - Exam 2 (10/19 – 10/25)**

**Week 11 - Channel Resilience (10/26 – 11/1)**

**Week 12 - Channel Resilience (11/2 – 11/8)**

**Week 13 - Project Presentations (11/9 – 11/15)**

**Week 14 - Project Presentations (continued) (11/16 – 11/22)**

***Thanksgiving Break - No Class (11/23 – 11/29)***

**Week 15 - Final Exam Review (11/30 – 12/6)**

**Final Exams - (12-6 – 12/12)**

*Please use the following link for Final Exam information (<https://registrar.unt.edu/exams/final-exam-schedule/fall.html>)*

## **Attendance & Communication Policy**

Attendance is mandatory. Research has shown that students who attend class are more likely to be successful. You should attend every class unless you have a university excused absence such as active military service, a religious

holy day, or an official university function as stated in the [Student Attendance and Authorized Absences Policy \(PDF\)](https://policy.unt.edu/policy/06-039) (<https://policy.unt.edu/policy/06-039>). If you cannot attend a class due to an emergency, please let me know. Your safety and well-being are important to me.

During busy times, my inbox becomes rather full, so if you contact me and do not receive a response within two business days, please send a follow up email. Office hours offer you an opportunity to ask for clarification or find support with understanding class material, so come visit me! Additional office hours, in person and virtually, will be offered as the semester concludes. Your success is our goal.

### **Classroom Inclusion**

Every student in this class should have the right to learn and engage within an environment of respect and courtesy from others. We will discuss our classroom's habits of engagement and I also encourage you to review UNT's student code of conduct so that we can all start with the same baseline civility understanding ([Code of Student Conduct](https://policy.unt.edu/policy/07-012)) (<https://policy.unt.edu/policy/07-012>).

### **Discussion Forum**

For the discussion board assignments posted in Canvas, you are required to post a minimum 250-word essay for each assignment by Sunday at 11:59pm about the reading/course materials, briefly summarizing what you learned and providing comments and reflections. You will receive up to ten points/week for meeting this standard. You will receive four points for posting each week, and 2-6 points based on the overall quality of postings:

2 = average (participation with average or below average use of readings and application)

4 = good (quality participation based on clear references to the reading and attempts to apply the material)

6 = excellent (high-level, quality participation based on clear references to the reading and attempts to apply the material; shows clear reflection on the readings)

### **Academic Success Resources**

UNT strives to offer a high-quality education in a supportive environment where you can learn, grow, and thrive. As a faculty member, I am committed to supporting you, and I want to remind you that UNT offers a range of mental health and wellness services to help maintain balance and well-being. Utilizing these resources is a proactive way to support your academic and personal success. To explore campus resources designed to support you, check out [mental health services](https://clear.unt.edu/student-support-services-policies) (<https://clear.unt.edu/student-support-services-policies>), visit [unt.edu/success](https://unt.edu/success), and explore [unt.edu/wellness](https://unt.edu/wellness). To get all your enrollment and student financial-related questions answered, go to [scrappysays.unt.edu](https://scrappysays.unt.edu).

- [Dean of Students](#): provides Code of Student Conduct along with other useful links
- [Office of Disability Access](#): exists to prevent discrimination based on disability and to help students reach a higher level of independence
- [Counseling and Testing Services](#): provides counseling services to the UNT community, as well as testing services; such as admissions testing, computer-based testing, career testing, and other tests
- [UNT Libraries](#)
- [UNT Learning Center](#): provides a variety of services, including tutoring, to enhance the student academic experience
- [UNT Writing Center](#): offers free writing tutoring to all UNT students, undergraduate and graduate, including online tutoring
- [Succeed at UNT](#): information regarding how to be a successful student at UNT

## **Generative AI Usage**

In this course, I want you to engage deeply with the materials and develop your own critical thinking and writing skills. For this reason, the use of Generative AI (GenAI) tools like [insert tool(s) here, e.g., Claude, ChatGPT, and Gemini] is not permitted unless otherwise stated. While these tools can be helpful in some contexts, they do not align with our goal of fostering the development of your independent thinking. Using GenAI to complete any part of an assignment, exam, or coursework will be considered a violation of academic integrity unless stated otherwise in writing, as it prevents the development of your own skills, and will be addressed according to the Student Academic Integrity policy (<https://policy.unt.edu/policy/06-003>).

## **UNT POLICIES**

### **Academic Integrity Policy**

According to UNT Policy 06.003, Student Academic Integrity, academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Enrollment in this course constitutes agreement with the following statement: “I commit myself to honor, integrity, and responsibility as a student representing the University of North Texas community. I understand and pledge to uphold academic integrity as set forth by UNT Student Academic Integrity Policy, 06.003 (<https://policy.unt.edu/policy/06-003>). I affirm that the work I submit will always be my own, and the support I provide and receive will always be honorable.”

### **ADA Policy**

The University of North Texas makes reasonable accommodations for students with disabilities. To request accommodations, you must first register with the Office of Disability Access (ODA) by completing an application for services and providing documentation to verify your eligibility each semester. Once your eligibility is confirmed, you may request your letter of accommodation. ODA will then email your faculty a letter of reasonable accommodation, initiating a private discussion about your specific needs in the course.

You can request accommodations at any time, but it's important to provide ODA notice to your faculty as early as possible in the semester to avoid delays in implementation. Keep in mind that you must obtain a new letter of accommodation for each semester and meet with each faculty member before accommodations can be implemented in each class. You are strongly encouraged to meet with faculty regarding your accommodations during office hours or by appointment. Faculty have the authority to ask you to discuss your letter during their designated office hours to protect your privacy. For more information and to access resources that can support your needs, refer to the Office of Disability Access website (<https://studentaffairs.unt.edu/office-disability-access>).

### **Emergency Notification & Procedures**

UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Canvas for contingency plans for covering course materials.

### **Retention of Student Records**

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other

individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

### **Acceptable Student Behavior**

Student behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and disruptive and will not be tolerated in any instructional forum at UNT. Students engaging in unacceptable behavior will be directed to leave the classroom and the instructor may refer the student to the Dean of Students to consider whether the student's conduct violated the Code of Student Conduct. The University's expectations for student conduct apply to all instructional forums, including University and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at [deanofstudents.unt.edu/conduct](http://deanofstudents.unt.edu/conduct).

### **Access to Information - Eagle Connect**

Students' access point for business and academic services at UNT is located at: [my.unt.edu](http://my.unt.edu). All official communication from the University will be delivered to a student's Eagle Connect account. For more information, please visit the website that explains Eagle Connect and how to forward e-mail: [eagleconnect.unt.edu/](http://eagleconnect.unt.edu/)

### **Student Evaluation Administration Dates**

Student feedback is important and an essential part of participation in this course. The student evaluation of instruction is a requirement for all organized classes at UNT. The survey will be made available during weeks 13, 14 and 15 of the long semesters to provide students with an opportunity to evaluate how this course is taught. Students will receive an email from "UNT SPOT Course Evaluations via IASystem Notification" ([no-reply@iasystem.org](mailto:no-reply@iasystem.org)) with the survey link. Students should look for the email in their UNT email inbox. Simply click on the link and complete the survey. Once students complete the survey they will receive a confirmation email that the survey has been submitted. For additional information, please visit the SPOT website at <http://spot.unt.edu/> or email [spot@unt.edu](mailto:spot@unt.edu).

### **Sexual Assault Prevention**

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at [SurvivorAdvocate@unt.edu](mailto:SurvivorAdvocate@unt.edu) or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at [oco@unt.edu](mailto:oco@unt.edu) or at (940) 565 2759.