Instructor: Professor James Cross  
BEH 430  
895-3176  
James.cross@unlv.edu  
Website: http://Faculty.unlv.edu/jcross

Office Hours: 8:00-10:00 AM MTR  
12:00-1:00 PM MTR

Text: None; the only acceptable text is out of print. Various readings will be used; they are on “Electronic Reserve” at the UNLV Library. Several class handouts will also be used.

Course Description

This is a senior level elective on the specialized subject of channels of distribution. The focus of the class will be on the structure and terminology specific to marketing channels. Managerial and societal implications of marketing channels will be emphasized. Several well produced videos will also be shown, and there will likely be a guest speaker.

Class Format

This is essentially a "lecture" class. Each lecture will be quite focused and specialized. Current events will be featured. The goal is to learn about one topic during each lecture, although some of the more important topics are covered with multiple lectures. Class will start on time and end on time (or before).
Attendance is strictly voluntary. However, students who frequently miss class tend to do poorly on the exams. Although the format is "lecture," questions and class discussion are encouraged.

We will proceed through the topics in order as indicated on the attached schedule. The course material is split roughly evenly with half before the midterm and half after the midterm. The readings will be discussed on the day assigned.

Course Projects

The project will consist of a group presentation (no paper!) on a marketing channels case. Details of the project are amplified in an attached handout. These projects are intended to give students an opportunity to apply class material and also get experience in speaking in front of a critical audience. The specific cases will be assigned after the midterm exam and will be on “Electronic Reserve” at the UNLV library.

Exams

There will be a midterm exam on March 8 and a final exam during Finals Week. The final exam is not comprehensive; it will cover only the material from the second half of the course. Both exams have a 75 minute time limit.

Exams will consist of 25 multiple choice questions (2 points each) and 2 essay questions (25 points each). So each exam will contain 100 points, half essay and half multiple choice. You will need a Scantron and a pencil (ink does not work) for the multiple choice portion, an exam booklet for the essay portion.

The multiple choice questions will be taken from the lectures, readings and videos. The essay questions will involve
applications of lecture material. If you have not attended the lectures, answering the essay questions will be a daunting task.

Each lecture, reading, and video will be tested to some degree with the more important material receiving emphasis on the exams. Sample multiple choice and essay questions are on the class website and will be discussed before the midterm exam.

Makeup exams are strongly discouraged. Students tend not to do well on them. Due to the nature of the grading system, you are much better off taking the same exam as the rest of the class.

Grading

Points available (300) are:

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Midterm exam</td>
<td>100 points</td>
</tr>
<tr>
<td>Final exam</td>
<td>100 points</td>
</tr>
<tr>
<td>Class project</td>
<td>100 points</td>
</tr>
</tbody>
</table>

Grades will be determined using a curve, with the high score in the class anchoring the curve. This negates the effect of overly difficult exams, since you are being compared only to other students in the class.
Note that there is no "quota" on grades with this system as there is with a "normal" grading curve; everyone in the class can potentially get a good grade.

In general, "+/-" grading will not be used. No extra credit will be available in this class. Your grade will largely be determined by your exam performance. There will be more variance on the exams than on the presentations and more variance on the essay questions than the multiple choice portion of exams.

Other Important Information

All UNLV policies on religious holidays, student learning disabilities, and academic dishonesty will be followed.

Note that many students have a grade requirement (usually a "C" or better) in the class. Several colleges (including the College of Business) have changed their policies on this matter. It is your responsibility to check the catalog or meet with an advisor if you have a question on this issue. You will be held to the announced grading criteria with no changes or extra credit after the class has ended.