

OMNICHANNEL MARKETING

Course Syllabus

1. General Information

Course name: Omnichannel marketing

Course code: MAR

Number of credits: 3

Faculty: Marketing

Instructors:

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2. Objectives

The aim of this course is to create a completely repositioned, comprehensive, research - based, readable, action-oriented guide for students with an interest in how to adopt and apply real world omni – channel strategies.

3. Abstract

Omni-channel marketing can be applied in a number of different contexts, but the core concept supports these successful efforts: a streamlined, seamless experience that is consistent across all possible channels where a customer may interact with a company. That means providing essential features, such as sales and support, whenever possible in all environments where clients choose to contact with the companies.

The first part of this course focuses on channel and omni-channel fundamentals. Then the course will focus specifically on channel participants in retailing, wholesaling, franchising, and international channel domains, respectively. The last part deals with omni-channel strategies. Examples taken from around the world and from a range of industries and markets are used to back up knowledge covered in the course.

4. Teaching and learning methods

Lectures: 34h

In class discussion & practice: 10h

Individual reading: 1h

5. Prerequisites

Principles of marketing, Digital marketing

6. Learning Outcomes

Overall, the purpose of this is to introduce students to an omni-channel strategy-that is, the set of activities that work seamlessly to design and manage a marketing channel that can enhance the firm's sustainable competitive advantage and financial performance and provide a unified end – user experience. The emphasis of this course is on how companies and processes come together to bring products and services from their point of origin to their point of consumption. Through omni-channel channels, the originator of the products or services gain access to market and end-users.

Specifically, on successful completion of this unit a student will:

1. Understand channels and omni-channel fundamentals
2. Understand channel participants in retailing, wholesaling, franchising and international channel domains
3. Understand the challenges of end-user analysis and segmentation in omni-channel contexts.
4. Understand omni-channel strategies and the four pillars on which such strategies should be built

7. Assessment Criteria

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass: The student can:
LO1 Understand channels and omni-channel fundamentals	<ul style="list-style-type: none"> - Describe the omni-channel ecosystem - Discuss the benefits of marketing channels for upstream and downstream channel members and the key functions marketing channels perform - Identify factors to consider when developing an omni-channel strategy - Understand how to optimize each channel in an omni-channel experience
LO2 Understand channel participants in retailing, wholesaling, franchising and international channel domains	<ul style="list-style-type: none"> - Describe omni-channel structures and strategies in retailing - Describe omni-channel structures and strategies in wholesaling - Describe omni-channel structures and strategies in franchising - Describe the impacts of omni-channel on global marketing
LO3 Understand the challenges of end-user analysis and segmentation in omni-channel contexts	<ul style="list-style-type: none"> - Describe the interrelationship between brand and channel choices - Explain how different segments may prefer different channels - Be aware of the rise of research shopping

Learning outcomes On successful completion of this unit a student will:	Assessment criteria for pass: The student can:
LO4 Understand omni-channel strategies and the four pillars on which such strategies should be built	<ul style="list-style-type: none"> - Outline the challenges involved in creating a successful omni-channel strategy - Define the four pillars on which a successful omni-strategy strategy rest - Recognize the role of technology in creating successful omni-channel strategies

8. Outlines

Chapter 1. The omni-channel ecosystem

- 1.1. What is a marketing channel?
- 1.2. From a multi-channel to an omni-channel world
- 1.3. Distinction between multi-channel and omni-channel marketing strategies: trends driving the shift
- 1.4. Why companies should invest in omni-channel ecosystem
- 1.5. The benefits of an omni-channel ecosystem
- 1.6. Factors to consider when developing an omni-channel strategy
- 1.7. Optimizing each channel in an omni-channel experience

Chapter 2. Omni-channel marketing: The Internet and emergence of e-commerce and its impact on traditional marketing

- 2.1. The growth of digital and mobile technology
- 2.2. How the digital age has changed marketing

Chapter 3. Channel power

- 3.1. Dependence as the mirror image of power
- 3.2. Power-based influence strategies
- 3.3. Omni-channels and power

Chapter 4. Channel relationships

- 4.1. Why do relationships matter in marketing channels?
- 4.2. Upstream and downstream motives for building a strong channel relationship
- 4.3. Building channel commitment
- 4.4. Building channel trust
- 4.5. The channel relationship lifecycle

4.6. Multi-channel versus omni-channel relationships

Chapter 5. Omni-channel conflicts

5.1. Identifying multi-channel conflict

5.2. Managing multiple channels

Chapter 6. Omni-channel retailing

6.1. The nature of retailing and the retail landscape

6.2. What is omni-channel retailing?

6.3. Strengths and limitations of specific retail channels

6.4. The omni-channel retailing consumer

6.5. Omni-channel retailing strategies

6.6. Technology solutions and omni-channel retailing

6.7. Barriers for growth of an omni-channel

6.8. Are you ready for omni-channel retailing?

6.9. Omni-channel retailing: Four rules for success

Chapter 7. Wholesaling and omni-channels

7.1. What is a wholesaler?

7.2. How are wholesalers different from distributors?

7.3. The wholesaler – distributor landscape

7.4. Distributing through multiple channels in industrial wholesaling

7.5. Drivers of blockchain adoption

7.6. B2B online exchange

7.7. Online reverse auctions

7.8. Fee for services

Chapter 8. Franchising and omni-channels

8.1. Franchising formats

8.2. The franchising arrangements

8.3. Benefits of franchising

8.4. Reasons not to franchise

8.5. E-commerce and encroachment

8.6. Frictionless orders and digital money payments

8.7. Preparing for trade shows in the age of Internet

Chapter 9. Channels and international markets

9.1. Key middlemen in international markets

9.2. International distribution challenges

9.3. Omni-channels and global marketing

Chapter 10. Omni-channels and end-user segments

10.1. A greater challenge to track offline interactions

10.2. Different segments prefer different channels

10.3. Research shopping

10.4. The interrelationships between brand and channel choice

Chapter 11. Omni-channel strategy

11.1. Key challenges of the omni-channel approach

11.2. The four pillars of an omni-channel strategy

9. Required Textbooks

Palmatier, W.R., Sivadas, E., Stern, L.W. and El-Ansary, A. (2020), *Marketing Channel Strategy – An omni-channel approach, 9th edition*, Routledge.

10. Suggested Textbooks

Myerson, P. (2021), *Omni-channel retail and the Supply chain: Working together for a competitive advantage*, Routledge.

11. Schedule

Slot	Main contents	Specific contents and activities	Student's tasks
1	Chapter 1. The omni-channel ecosystem	<ul style="list-style-type: none">• Course Introduction: outline and schedule, assessment overview, course materials and guide on assignments, assessment criteria• What is a marketing channel?• From a multi-channel to an omni-channel world• Distinction between multi-channel and omni-channel strategies: trends driving the shift	Before class: <ul style="list-style-type: none">• Read the course's syllabus• Read Chapter 1, <i>the required textbook</i>, pp. 1 – 23

Slot	Main contents	Specific contents and activities	Student's tasks
2	Chapter 1. The omni-channel ecosystem (cont.)	<ul style="list-style-type: none"> • Why companies should invest in omni-channel ecosystem • The benefits of an omni-channel ecosystem • Factors to consider when developing an omni-channel strategy • Optimizing each channel in an omni-channel experience <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the most important benefits provided by an omni-channel ecosystem 	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 2, <i>the required textbook</i>, pp. 243-246.
3	Chapter 2. Omni-channel marketing: The Internet and emergence of e-commerce and its impact on traditional marketing	<ul style="list-style-type: none"> • The growth of digital and mobile technology • How the digital age has changed marketing <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the “scan and buy” feature of smartphone app 	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 5, <i>the suggested textbook</i>, pp. 48-53
4	Chapter 3. Channel power	<ul style="list-style-type: none"> • Dependence as the mirror image of power • Power-based strategies • Omni-channels and power <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss the power of social network in Vietnam 	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 3, <i>the required textbook</i>, pp. 81 - 102
5	Chapter 4. Channel relationships	<ul style="list-style-type: none"> • Why do relationships matter in marketing channels? • Upstream and downstream motives for building a strong channel relationship • Building channel commitment <p><u>Activity</u></p> <ul style="list-style-type: none"> - Discuss how a website can be used as a marketing channel 	<p>Before class:</p> <ul style="list-style-type: none"> • Read Chapter 4, <i>the required textbook</i>, pp. 107 – 120

Slot	Main contents	Specific contents and activities	Student's tasks
6	Chapter 4. Channel relationships (cont.)	<ul style="list-style-type: none"> Building channel trust The channel relationship lifecycle Multi-channel versus omni-channel relationships <u>Activity</u> <ul style="list-style-type: none"> Discuss what makes a good channel relationship 	Before class: <ul style="list-style-type: none"> Read Chapter 4, <i>the required textbook</i>, pp. 121 - 134
7	Chapter 5. Omni-channel conflict	<ul style="list-style-type: none"> Identifying multi-channel conflict Managing multiple channels <u>Activity</u> <ul style="list-style-type: none"> Discuss how CRM and omni-channel marketing work hand in hand 	Before class: <ul style="list-style-type: none"> Read Chapter 5, <i>the required textbook</i>, pp. 153-156.
8	Chapter 6: Omni-channel retailing	<ul style="list-style-type: none"> The nature of retailing and the retail landscape What is omni-channel retail? Strengths and limitations of specific retail channels <u>Activity</u> <ul style="list-style-type: none"> Discuss how augmented and virtual reality improve the product usage experience 	Before class: <ul style="list-style-type: none"> Read Chapter 6, <i>the required textbook</i>, pp. 171-176. Read Verhoef, P.C. (2021), "Omni-channel retailing: some reflections", <i>Journal of Strategic Marketing</i>, 29(7), 608-616.
9	Chapter 6. Omni-channel retailing (cont.)	<ul style="list-style-type: none"> The omni-channel retailing consumer Omni-channel retailing strategies Technology solutions and omni-channel retailing <u>Activity</u> <ul style="list-style-type: none"> Discuss the use of Artificial intelligence to enhance the omni-channel experience 	Before class: <ul style="list-style-type: none"> Read Fulgoni, G.(2015), "Omni-channel" retail insights and the consumer's path-to-purchase", <i>Journal of Advertising research</i>, 54(4), pp. 115-119. Read Chapter 16, <i>the suggested textbook</i>, pp. 193 – 201.
10	Chapter 6. Omni-channel retailing (cont.)	<ul style="list-style-type: none"> Barriers for growth of an omni-channel Are you ready for omni-channel retailing? Omni-channel retailing: Four rules for success <u>Activity</u> <ul style="list-style-type: none"> Discuss ways manufacturers can deal with arising retailer power 	Before class: <ul style="list-style-type: none"> Read Chapter 9, <i>the suggested textbook</i>, pp.95-102.

Slot	Main contents	Specific contents and activities	Student's tasks
11	Midterm exam	<ul style="list-style-type: none"> Midterm exam 	Before class: <ul style="list-style-type: none"> Revise for midterm exam
12	Chapter 7. Wholesaling and omni-channels	<ul style="list-style-type: none"> What is a wholesaler? How are wholesalers different from distributors? The wholesaler – Distributor landscape <ul style="list-style-type: none"> Master distributors Other supply chain participants <u>Activity</u> <ul style="list-style-type: none"> Discuss how the pandemic outbreak affects wholesalers 	Before class: <ul style="list-style-type: none"> Read Chapter 7, <i>the required textbook</i>, pp. 217 - 223.
13	Chapter 7. Wholesaling and omni-channels (cont.)	<ul style="list-style-type: none"> Distributing through multiple channels in industrial wholesaling Drivers of blockchain adoption B2B online exchange Online reverse auction Fee for services <u>Activity</u> <ul style="list-style-type: none"> Discuss omni-channel e-commerce services for wholesale distributors 	Before class: <ul style="list-style-type: none"> Read Chapter 7, <i>the required textbook</i>, pp. 224 - 244.
14	Chapter 8. Franchising and omni-channels	<ul style="list-style-type: none"> Franchising formats The franchising agreement Benefits of franchising Reasons not to franchise <u>Activity</u> <ul style="list-style-type: none"> Discuss a successful franchise 	Before class: <ul style="list-style-type: none"> Read Chapter 8, <i>the required textbook</i>, pp. 249 - 266
15	Chapter 8. Franchising and omni-channels (cont.)	<ul style="list-style-type: none"> E-commerce and encroachment Frictionless orders and digital money payments Preparing for trade shows in the age of Internet <u>Activity</u> <ul style="list-style-type: none"> Discuss Internet vs. traditional car buying 	Before class: <ul style="list-style-type: none"> Read Chapter 8, <i>the required textbook</i>, pp.285-288
16	Chapter 9. Channels and international markets	<ul style="list-style-type: none"> Key middlemen in international markets International distribution challenges Omni-channels and global marketing <u>Activity</u>	Before class: <ul style="list-style-type: none"> Read Chapter 9, <i>Marketing Channel Strategy – An omni</i>

Slot	Main contents	Specific contents and activities	Student's tasks
		- Discuss what a company needs to consider prior to franchising internationally	<i>channel approach</i> , <i>Palmatier et al (2020)</i> , pp. 293 – 312
17	Chapter 10. Omni-channels and end-user segments	<ul style="list-style-type: none"> • A greater challenge to track offline interactions • Different segments prefer different channels • Research shopping • The interrelationship between brand and channel choice <u>Activity</u> - Discuss grocery shopping in Vietnam	Before class: <ul style="list-style-type: none"> • Read Chapter 10, <i>the required textbook</i>, pp. 336-337. • Grewal, Dhruv, Anne Roggeveen, and Jens Nordfalt (2017), “The future of retailing,” <i>Journal of Retailing</i>, 93 (1), 1–6.
18	Chapter 11. Omni-channel strategy	<ul style="list-style-type: none"> • Key challenges of the omni-channel approach • The four pillars of an omni-channel strategy <u>Activity</u> - Discuss how restaurants can use mobile app to cut wait time	Before class: <ul style="list-style-type: none"> • Read Chapter 11, <i>the required textbook</i>, pp. 345-359.
19	Oral presentations of group assignment	<ul style="list-style-type: none"> • Oral presentation of group assignment by groups of students • Q&A on each presentation • Each oral presentation must not be longer than 15 minutes 	Before class: <ul style="list-style-type: none"> • Submit group assignment report • Prepare and submit slides for oral presentation
20	Oral presentations of group assignment	<ul style="list-style-type: none"> • Oral presentation of group assignment by groups of students • Q&A on each presentation • Each oral presentation must not be longer than 15 minutes 	Before class: <ul style="list-style-type: none"> • Submit group assignment report • Prepare and submit slides for oral presentation
21	Feedback on the group assignment	<ul style="list-style-type: none"> • Give comments on the group assignment 	
22	General review and discussion	<ul style="list-style-type: none"> • Give a general review of the course's contents and discussion 	

12. Grading Policy

	Assignment	Importance
1	Class participation/In class activities	10%
2	Midterm exam (individual)	10%
3	Group assignment	30%
4	Final exam (individual)	50%

Class participation

Note: Punctual and regular attendance is a minimum expectation for this course. The students must not be absent more than 20% of total scheduled learning slots.

Midterm exam

In the 11th slot, students will be given a case study/a scenario with some relevance to the omni-channel marketing topics being discussed, and be asked to discuss or explain their point of view in a limited amount of class time

Group Assignment

This assignment encourages students to apply knowledge and develop skills in omni-channel marketing in a real case in order to become familiar with the reality of omni-channel marketing activities.

The group research assignment requires student to work with other members in an assigned group to conduct a real omni-channel marketing plan and present a report. Learners will choose or be assigned a scenario/a real firm and a group (4-5 members). The group assignment requires students to develop an evaluation of specific strategy and mix elements of an omnichannel retail firm. Students need to complete the following tasks:

- Describe the firm's brick-and-mortar channel strategies, non-store channels and strategies
- Identify causes and effects of any potential channel conflicts
- Evaluate the firm's omni-channel strategies

Each group must deliver a written report and present it. The oral presentation of each group must be no longer than 15 minutes.

Final exam

The final exam consists of from two to three essay questions that might be related to any topic related to omni-channel marketing covered in the course.