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| 1. Course code: | MKT-367 | | | 1. Course title: | | | | | | Marketing Channels | | | | | | | | | | | |
| College of Business Administration | | | | | | | | | | | | | | | | | | | | | |
| 1. Department: Management and Marketing | | | | | | | | | | | | | | | | | | | | | |
| 1. Program: B.Sc. in Marketing/ Minor in Management/Accounting/Finance/Islamic Banking | | | | | | | | | | | | | | | | | | | | | |
| 1. Course credits: 3-credit hour | | | | | | | | | | | | | | | | | | | | | |
| 1. Course NQF Level: 6-7-8 | | | | | | | | | | | | | | | | | | | | | |
| 1. NQF Credits: TBA | | | | | | | | | | | | | | | | | | | | | |
| 1. Prerequisite: MKT 261 | | | | | | | | | | | | | | | | | | | | | |
| 1. Lectures Timing & Location: Online   Section 1: H 03:00 - 03:50 online  U 02:00 - 03:40 online with section 2  Section 2: H 01:00 – 01:50 online  U 02:00 - 03:40 online with section 1  Section 3: W 03:00 – 03:50 online  M 02:00 – 03:40 0nline with section 4  Section 4: W 01:00 – 01:50 online  M 02:00 – 03:40 online with section 3  Section 5: H 05:00 – 05:50 online  U 04:00 – 05:40 online with section 6  Section 6: H 04:00 – 04:50 online  U 04:00 – 05:40 online with section 5 | | | | | | | | | | | | | | | | | | | | | |
| 1. Course web page: Available on Blackboard | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Instructor: Dr. Sobia Irum | | | | | | | | | | | | | | | | | | | | | |
| 1. Office Hours and Location: online | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Coordinator : Sobia Irum, sbirum@uob.edu.bh | | | | | | | | | | | | | | | | | | | | | |
| 1. Academic year: 2020-2021 | | | | | | | | | | | | | | | | | | | | | |
| 1. Semester: | |  | First | | | | | X | | | Second | | | |  | | Summer | | | | |
| 1. Textbook: Bert Rosen bloom: Marketing Channels: A Management View, International Edition, 8th Edition. | | | | | | | | | | | | | | | | | | | | | |
| 1. References from the Library (http://www.ac-knowledge.net/uobv3/1) | | | | | | | | | | | | | | | | | | | | | |
| 1. Other learning resources used (e.g., e-Learning, field visits, periodicals, software, etc. 2. Journal of Supply Chain Management, Emerald Insight 3. Additional Material (Some videos with voice narration from renowned speakers about Marketing Channels)   <https://www.youtube.com/watch?v=aOT4Wnuv3E8>  <https://www.youtube.com/watch?v=lPfNFcmmKeU>  <https://www.youtube.com/watch?v=44r6Ua4ygh0>  <https://www.youtube.com/watch?v=1nIUv_w7F94>  <https://www.youtube.com/watch?v=kW6kwh8RDJk> | | | | | | | | | | | | | | | | | | | | | |
| 1. Course description:   The course Presents an integrated approach to distribution strategy of products and services, management of the firm’s distribution systems, role of channel members, the impact of marketing channel decisions on marketing strategy, channel design and management and electronic distribution channels. This course is mainly built on the concepts learned in marketing fundamentals. It Specifically focuses on one of the 4 p’s, place or distribution. The course will provide students with knowledge of strategic and managerial aspects of distribution strategy. It will equip them to apply their knowledge of the subject in personal, professional and interdisciplinary context. | | | | | | | | | | | | | | | | | | | | | |
| 1. Course Intended Learning Outcomes (CILOs): | | | | | | | | | | | | | | | | | | | | | |
| CILOs | | | | | *Mapping to PILOs* | | | | | | | | | | | | | | | | |
| Learning goals | | | | | a. Knowledge | | b. Globalization | | | | | c. Skills | | d. Communication | | | | e. Competencies | | f. Values | |
|  | | | | | a1: General Knowledge | a2: Specific knowledge | b1: International cross-cultural | | b2: Global Perspective | | | c1: Thinking skills | c2: Analytical skills | d1: Communication (Writing) | | d2: Communication (Oral) | | e1: Leadership skills | e2: Teamwork | f1: Ethics | f2: Social responsibility |
| 1. Demonstrate to identify, understand and distinguish the various institutions that are involved in a distribution system of the array of products and services in modern economy. | | | | | ✓ | ✓ |  | | ✓ | | |  |  |  | | ✓ | |  |  | ✓ | ✓ |
| 2. Demonstrate an understanding of the important role these institutions play in making products and services available for use or consumption. | | | | | ✓ | ✓ | ✓ | | ✓ | | |  |  |  | |  | |  |  |  |  |
| 3. To develop the ability to design and structure a channel distribution system and understand the issues and the factors involved in such a process | | | | |  | ✓ |  | |  | | | ✓ | ✓ | ✓ | |  | | ✓ | ✓ |  |  |
| 4. To acquire the knowledge and the skills needed to administer and manage a distribution system. Included in such a process is strong interpersonal skills to acquire channel members, motivate them, and evaluate their channel performance. | | | | |  |  |  | |  | | |  | ✓ | ✓ | | ✓ | | ✓ | ✓ |  |  |
| 5. To critically think and then effectively communicate a case/situation analysis | | | | |  |  |  | |  | | | ✓ | ✓ |  | |  | |  |  |  |  |
| 6. To be able to work in groups to achieve appropriate goals in set timeframes. | | | | |  |  |  | |  | | |  |  | ✓ | | ✓ | |  | ✓ |  |  |
| 7- To develop creative solutions to tackle distribution channel challenges in the digital era. | | | | |  |  |  | | ✓ | | | ✓ | ✓ |  | |  | |  |  |  |  |
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| 1. Course assessment: | | | | |
| *Assessment Type* | *Details/ Explanation of Assessment in relation to CILOs* | *Number* | *Weight* | *Date (s)* |
| Continuous Assessment (2-hour) | Chapters’ reading, Class participation (short questions) and attendance  1, 2, 3, 4 | 1 | 15 % | **During the semester**  **7/2/2021-27/5/2021** |
| Engagement Activities (1-hour) | Quizzes  Discussion Questions related to each chapter  Class participation  Class attendance  1, 2, 3, 4 | 2 | 15 % | **During the semester**  **7/2/2021-27/5/2021** |
| Examination/ project/assignment/other  (practical) | Project (Distribution Channel strategy of a firm)  Case Study    2,3,4, 5 | 2 | 30% (20% and 10%) | **25/3-8/5/2021 (Project)**  **1/4-10/4/2021 (case study)** |
| Final Examination  (Respondus) | Chapter 4,5,6,9  1,2,3,4, 5 | 1 | 40% | **06/06/2021**  **08:00-10:30** |
| Total |  |  | 100% |  |

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| 1. Description of Topics Covered | |
| *Topic Title*  *(e.g., chapter/experiment title)* | *Description* |
| Introduction | An introduction on distribution and marketing, role and importance of distribution, meaning of distribution channels, types, importance and nature of Distribution intermediaries and Advertising and the Consumer, Ethics and Advertising, Criticism of Advertising. |
| Chapter-1  Marketing Channel Concepts | Definition of Marketing Channels, how they relate to other strategic variables in the marketing Mix, Flows in Marketing channels, Multi-Channel strategy, avoiding conflict in multi-channel strategy |
| Chapter-2  Channel participants | Classification of the major participants in marketing channels. understand why producers and manufacturers often find it necessary to shift many of the distribution tasks to intermediaries. Value of distribution tasks performed by the major types of wholesalers. Overview of the distribution tasks performed by retailers. Role played by facilitating agencies in marketing channels. |
| Chapter-3  Behavioral Process in Marketing Channels | Behavioral process in Marketing Channels such as conflict, power, role, and communication. How conflict emerges in marketing channels, major causes of channel conflict, effects of channel conflict, major issues involved in managing channel conflict. |
| Chapter-4  Designing Marketing Channels | Meaning of channel design, channel design a complex process, various situations that call for channel design. Three dimensions of channel structure. |
| Chapter-5  Selecting the Channel Members | Importance of channel member selection, main sources of finding the channel members, selection criteria. Human side of channel member selection. |
| Chapter-6  Electronic marketing channels | What is meant by electronic marketing channels, Disintermediation and reintermediation. Limitations of internet in terms of product flow and order fulfillment. |
| Chapter-7  Channel Members Performance Evaluation | Importance of evaluating channel member performance. Difference between performance evaluation and day to day monitoring. Key criteria for channel member performance evaluation. |
| Chapter-8  Product, Pricing and Promotion Issues in Channel Management | New product planning and channel management, product life cycle. Guidelines for developing effective channel pricing strategies. Basic Push promotion strategies. |
| Chapter-9  Marketing channel for Services | Importance of Services, five characteristics of services. How marketing channels can be instrumental in tangibilizing services. |

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| 1. Weekly Schedule | | | | | |
| *Week* | *Date* | *Topics covered* | *CILOs* | *Teaching Method* | *Assessment* |
| *1* | 7*-13 Feb., 2021* | Introduction to the course and its relation to other courses Course outline review | 1,2 | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour lecture*  *Class discussion* |
| *2* | *14-20 Feb., 2021* | Chapter-1  Marketing Channel Concepts | 1,2,4,5 | *2-hour lecture:*  *Lecture and*  *Class Discussion* | Homework  *Reading* |
| *1-hour Discussion Class* |
| *3* | |  | | --- | | *21-27 Feb., 2021* | | Chapter-2  Channel participant | 1,2,3 | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *Reading* |
| *1-hour Discussion Questions* |
| *4* | 28 Feb*-6 March, 2021* | Chapter-3  Behavioral Process in Marketing Channels | 1,2,3 | *2-hour lecture: Lecture and*  *Class Discussion* | Course Project Briefing |
| *1-hour Discussion Questions* |
| *5* | 7*-13 March, 2021* | Chapter-4  Designing Marketing Channels | 2,3,4,5 | *2-hour lecture: Lecture and*  *Class Discussion* | MCQ  Polling via Blackboard |
| *1-Discussion questions* |
| *6* | 14*-20 March, 2021* | Chapter-5  Selecting the Channel Members | 1,2,4, 5, | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *Case study* |
| *1-hour Discusiion Questions* |
| *7* | 21-27 March, 2021 | Guest Speaker Session | 1,2,3 | Invitation of an international expert in Marketing Channels | Homework  *reading* |
| *1-hour Discussion Questions* |
| *8* | 28 March-3 Apr, 2021 | Revision of the Chapters covered | 1,3,4, 5 | *2-hour Class Discussion* | Case study  *Briefing* |
| *1-hour Discussion Questions* |
| *9* | **Sun, 4 – Thu, 8 Apr 2021** | Mid semester Break |  |  |  |
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| *10* | 11-17 Apr, 2021 | Chapter-6  Electronic marketing channels | 1,3,4,5 | *2-hour lecture: Lecture and*  *Class Discussion* | Project Progress discussion |
| *1-Discussion Questions* |
| *11* | 18 -24 Apr, 2021 | Chapter-7  Channel Members Performance Evaluation | 1,2,3,6,7 | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  *reading* |
| *1-hourDiscussion questions* |
| *12* | 25 -30 Apr, 2021 | Chapter-8  Product, Pricing and Promotion Issues in Channel Management | 2,3,4, 5 | *2-hour lecture: Lecture and*  *Class Discussion* |  |
| *1-hour Discussion Questions* |
| *13* | |  | | --- | | 2-8 May, 2021 | | Chapter-9  Marketing channel for Services | 2,3,4, 5 | *2-hour lecture: Lecture and*  *Class Discussion* | Homework  Reading |
| *1-hour lecture* |
| *14* | |  | | --- | | 9-15 May, 2021 | | Project Presentation | 3,4,5,6,7,8 | *2-hour lecture:*  *Lecture and*  *Class Discussion* | Project Presentation |
| *1-hour Discussion Questions* |
| *15* | 16-22 May, 2021 | Project Presentation | 3,4,5,6,7,8 | *2-hour lecture: Lecture and*  *Class Discussion* | Project Presentation |
| *1-hour Discussion Questions* |
| *16* | 23-27 May, 2021 | Course Revision | 1,2,3,4, 5 | *Class Discussion* |  |
| *Discussion Questions* |  |
| *17* | 06/06/2021  08:30-10:30 | Final Exam | 1,2,3,4,5 |  |  |