I. Catalog Description and Credit Hours of Course:

A study of the structure and functions of channels of distribution and the physical movement of products to the consumer. (3 credit hours)

II. Prerequisites: MK301 with minimum grade of ‘C’.

III. Purposes or Objectives of the Course:

A. Understand and recognize the significance of the institutional as well as the functional aspects of channels of distribution in the marketing management process.

B. Develop an understanding of the interdependency and interrelationships among the various institutions in distribution channels.

C. Develop an understanding of the logistics involved in physical distribution.

D. Learn how channels of distribution relate, integrate and react to the environments in which they operate.

IV. Student Learning Outcomes:

Upon completion of this course the students will be able to:

A. demonstrate the role that the four primary drivers play in the distribution of Products and Services.

B. explain in writing the background and importance of Logistics to the global economy.

C. identify the importance of Electronic Data Interchange, Automatic Data Collection in modern distribution management, and many of its modern applications.

V. Expectations of Students:

A. Normal expectations, including two hours spent outside of class for each hour in class.

B. Additional emphasis on class participation due to the use of cases, problems, exercises and/or projects

VI. Course Content or Outline:

Approximate Class Hours

A. Marketing Channel: An Introduction
   1. Marketing Channel Defined
   2. Functions Performed by Intermediaries
   3. Alternative Channel Structures
   4. Special Characteristics of Channel Relationships
   5. Importance of Channel Management to the Firm
   6. Importance of Channel Management in the Economy
B. The Channel Environment
   1. Overview of the Channel Environment
   2. The Final Consumer: Demographic Characteristics
   3. The Final Consumer: Consumer Life-Styles
   4. Channel Competition
   5. The Economy
   6. The Legal Environment
   7. Technological Environment

C. Retail Channel Members
   1. Retail Structure
   2. The Special Characteristics of Retailing
   3. Retail Trends
   4. A Typology of Retail Institutions
   5. Retail Buying Organizations

D. Wholesale Channel Members
   1. Wholesale Structure
   2. The Special Characteristics of Wholesaling
   3. A Typology of Wholesalers
   4. Manufacturer/Supplier—Wholesaler Contracts

E. Administrative Structures in Marketing Channels
   1. Conventional Channel Arrangements Versus Vertical Marketing Systems
   2. Corporate Marketing Systems
   3. Administered Marketing Systems
   4. Contractual Marketing Systems
   5. Legal Aspects of Vertical Marketing Systems

F. Channel Power: Conflict and Cooperation
   1. Overview of Channel Power: Conflict and Cooperation
   2. Channel Power
   3. Methods of Channel Dominance
   4. Nature of Channel Conflicts
   5. Channel Cooperation
   6. Conflict Management and Resolution
   7. Channel Satisfaction

G. Channels for Services and International Marketing
   1. Channels for Services
   2. Channels for International Marketing
   3. Channel Length and Width in International Markets
   4. International Physical Distribution
   5. Legal Aspects of International Channels

H. Relationship Marketing and Customer Service
   1. Evaluating the Use of a Relationship Marketing Strategy
   2. Developing a Customer Service Strategy
   3. Implementing a Customer Service Strategy
   4. Customer Service Standards in Physical Distribution
   5. Evaluating Suppliers on the Basis of Multiple Customer Service

I. Physical Distribution Strategy in Channels
   1. Introduction to Physical Distribution
   2. Transportation Decision Making
   3. Warehouse Decision Making
4. Inventory Management Principles
5. Inventory Decision Making

J. Market Research and Information Systems in Channels
1. The Marketing Research Process in Channels Management
2. An Introduction to Channel Member Marketing Information Systems
3. Special Topics in Channel Information Systems

K. Product Management Strategy in Channels
1. Overview of Product Management Strategy in Channels
2. New Product Planning Process and Channel Management
3. Channel Management Implications of the Product Life Cycle Concept
4. Reverse Channels
5. Packaging and Channels
6. Legal Aspects of Channel Management Relating to Product

L. Pricing Strategy in Channels
1. Introduction to Pricing Strategy in Channels
2. Price Versus Nonprice Competition
3. Pricing Objectives
4. Developing and Overall Pricing Strategy: Cost-, Demand-, and Competition-Oriented Approaches to the Setting Price
5. Cost-Oriented Pricing
6. Demand-Oriented Pricing
7. Competition-Oriented Pricing
8. Developing and Integrated Approach to Pricing
9. Determining Pricing Policies
10. Discounts and Terms
11. Adapting the Price Strategy
12. Legal Aspects of Pricing

M. Promotion Strategy in Channels
1. Special Factors to Consider in the Development and Implementation of a Channel Promotional Strategy
2. Developing and Implementing a Push-Oriented Promotional Strategy
3. Developing and Implementing a Pull-Oriented Promotional Strategy
4. Legal Aspects of Channel Promotional Strategy

N. Channel Design and Selection
1. Introduction to Channel Design and Selection
2. Determining Channel Objectives
3. Assessing Channel Length, Width, and Types of Intermediary Requirements
4. Evaluating Market Product Manufacturer Intermediary Factors That Affect Channel Length
5. Allocating Channel Tasks Among Channel Members
6. Selection of Specific Channel Resellers
7. Revising Channel Arrangements

VII. Textbooks and/or Other Required Materials or Equipment:

VIII. Basis for Student Evaluation:

A. Selected class assignments such as quizzes, cases, problems, computer exercises, and/or projects.

B. Periodic Exams

C. Final Exam