

Distribution Management

Program : Marketing BSc
Semester : 2ed 1438-1439

Course Code : 402
Section : 31927

Course Objective :

The course main objective is to enable students to learn fundamental concepts in Distribution Management and handling channel system.

Detailed Curriculum:

Distribution Management	
1	Introduction to marketing channels : Concept and definition of marketing channels, evolution of marketing channels – the production era, the sales era, the marketing era and relationship era. Why marketing channels, discrepancy between producers and buyers, how middlemen help producers and consumers, importance of distribution to marketing management.
2	Roles and functions of marketing channels: Channel functions, designing marketing channels – channel structure, channel intensity. Channel flows. Types of channel intermediaries and their roles – role of wholesalers, role of distributors/dealers, role of retailer
3	Channel Integration : Importance of channel integration, vertical marketing systems, types of vertical marketing systems – Corporate VMA, Administered VMA, contractual VMA, benefits and cost of vertical marketing systems, horizontal marketing systems, hybrid channel systems – designing and managing hybrid channel systems.
4	Channel Management : Recruiting channel members – recruiting as a continuous process, recruiting manufacturers, screening. Criteria for selecting channel partners – sales factors, product factors, experience factors, administrative factors, risk factors. Motivating channel members – distributor advisory councils. Evaluating channel members, modifying channel arrangements, PLC changes, customer-driven refinement of existing channels. Growth of multi-channel marketing systems. Managing channel relationship – cooperation and coordination, conflict power.
5	Evaluating channel performance : Performance measure in marketing channels – channel performance at a macro level, models to diagnose channel profitability – strategic profit model, economic value analysis, appraisal of channel members contribution – activity based costing, direct product profit. Result of channel performance.
6	Managing channel conflicts : Sources of conflict – goal incompatibility, differing perceptions of reality, clashes over domains. Types of conflicts – pre-contractual and post-contractual conflicts, channel level conflicts. Conflict management techniques, negotiation, persuasive mechanism, problem solving strategies, political strategies, co-optation, channel leadership – role of leadership power in resolving conflicts.
7	Marketing logistics and information systems : Logistics and its importance, functions in logistics management – procurement / purchasing, inward transport, receiving, warehousing, stock control, order picking, materials handling, outward transport, physical distribution management, recycling, returns, and waste disposal. Electronic data interchange(EDI) in logistics, bar coding and scanning. Hardware and networks in an channel information system, database for channel information system.

8	Wholesaling : Wholesaling and its importance, types of wholesalers, merchant wholesalers, agents and brokers, manufacturers wholesalers. Trends shaping wholesaling distribution – functional overlap, increased services, pricing and credit, regional coverage, organizational form and size. Challenges in wholesaling.
9	Retailing : Retailing and its importance – importance to consumers, source of employment. Classification of retailers – classification based on type of ownership, store-based retailers, non-store based retailing, non-traditional retailing. Strategic issues in retailing – store location, retail store image, store size, promotion, role and impact of private brands on power of retailers. Challenges in retailing.
10	Franchising : What is franchising. Downstream entrepreneurs accepting franchise system, benefits of becoming a franchise owner, the start-up package offered by a franchisor, the ongoing or continuous services offered by a franchisor to franchisee owners. Why companies go for franchisor business, inappropriateness of franchising business, Why Franchise system includes company outlets.
11	Electronic marketing channels : Objectives - electronic marketing channels, structure of electronic marketing channels, disintermediation and re-intermediation, internet limits, developments & trends, advantages & disadvantages of online marketing channels, implications. Objectives & strategies of the firm, the marketing mix, channel design, channel member selection, channel management, evaluation.
12	Direct selling & direct marketing channel systems : Alternative channels, direct selling, structure & trends in direct selling, markets served, types of products sold, firms involved in direct selling, problems & prospects for direct selling, rationale for designing direct selling channels, categories of variables, market variables, product variables, company variables, intermediary variables, environmental variables, behavioral variables, direct marketing, structure & trends in direct marketing, rationale for designing a direct marketing channel.
13	Marketing Channels for Services : The importance of services, services marketing objectives, characteristics of services, intangibility of services, inseparability of services, difficulty of standardization, customer involvement in services, perishability of services, implications of service characteristics for channel management, intangibility & channel management, inseparability & channel management, difficulty of standardization & channel management, customer involvement & channel management, perishability of services & channel management, shorter channels, franchised channels, customization of services, channel flows.

Course Nature:

Multiple teaching methods will be employed - lectures, class discussions, in-class exercises, and homework assignments. You will be expected to read and think about the assigned materials. Lectures will be used to introduce topics, to highlight key points, and to give you information that can't be given as effectively any other way. In-class exercises, homework assignments, and dialogue will help you understand and apply the information, as well as to provide variety. The more you participate – by sharing examples, opinions, and experiences – the more valuable, and interactive, this class will be for all of us. We will learn from one another and each student in this class can, undoubtedly, contribute information that adds fresh perspective to any topic.

Reference Books:

Reference Books	Author
Marketing Channels 7/e	Coughlan, Anderson, Stern and El-Ansary
Marketing channels 7/e	Bert Rosenbloom
Network Challenge 1/e	Kleindorfer, Wind and Gunther
Sales and Distribution Management (An Indian Perspective)	Pingali Venugopal

Instructor:

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Method of Assessment (100 total potential points)**1- Exams:** (80 points)

There will be three exams. The first midterm exam worth 20 marks and the second midterm exam worth 25 marks. Dates for exams are determined on the progress of the course work. The final exam is worth 40 marks and will be administered at the finals week. The date will be posted when final exam schedule is available. There will be no make-up Exams without official excused documentation for your absence.

2- Attendance and assignments (20points)

Students will work on numerous assignments during the semester. Each assignment will be discussed and explained to the class at time.

Attendance Policy: You should be in at the beginning of the hour. Students are expected to attend every class, having completed the reading assignments, and well prepared and ready to participate in class discussions, exercises, and homework. Use your own judgment; attendance usually has a high correlation with how well you do in a course. **If you are late**, please call back at the end of the class. It is the university policy to insure that students take full advantage of their classes. In case of unexcused absences exceeding %25 of semester classes the student will be rewarded with (حرمان).

Semester Grade

The final grade will be awarded as follows:

A+ = 95 % and above	C+ = 75 – 79%	F = 59% and below
A = 90.0 – 94%	C = 70 – 74%	
B+ = 85 – 89%	D + = 65 – 69%	
B = 80 – 84%	D = 60 – 64%	

Academic Dishonesty:

If you are unlucky and were caught cheating, the Grade of F will be awarded automatically. University policy will be enforced with Zero tolerance.

Students with Disabilities:

If you are disabled, please inform me as soon as possible so that I can do my best to make the class handicap friendly. In the case of injuries that prevent a student from executing his daily course work, the student is advised to keep me posted to accommodate his needs.