**King Saud University**

**College of Business Administration**

**Department of Marketing**

**Distribution Management( MKT 402 )**

ـــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــــ

**Instructo**r: Nourah mohammad alsubaee

**Office hours**: S,T,T(10-11)M(10-11)

**Office**: S-016, Marketing department

**E-Mail:** nalsubaee@ksu.edu.sa

This course discusses the theories, principles, systems, and practices that are related to the movement of goods and services from producing companies to final users. It explains the processes of designing and managing distribution channels in industrial, consumer, and service markets. The course examines the economic and behavioral problems emanating between producers and middlemen. It also studies the methods and techniques of the physical distribution of goods.

|  |  |
| --- | --- |
| **Corse Objectives:**   1. To acquire the basic knowledge, concepts, tools, and professional terminology necessary to understand specific considerations facing firms as they engage in distribution management. 2. To develop an understanding of the distribution management concepts. 3. To explain the definitions of the distribution channels. 4. To explain the importance of the channels of distribution. 5. To investigate the logistic operations in the organizations. | |
|  |

**Required text:**

***Marketing Channels: A Management View****,* Seventh Edition by Bert Rosenbloom

1

**Grading system:**

**ـــــــــــــــــــــــــــــــــــــ**

-First test 20%

Second test 20%-

First Quiz 5% -

Second Quiz 5%-

Atendance & Case 5%-

Homework&project (Introduction, Distribution channel, suggestion) 5%

Final exam 40%-

Total 100%-

**Topics to be Covered:**

Chapter 1----------Marketing Channel Concepts

Chapter 2----------The Channel Participants

Chapter 4----------Behavioral Processes in Marketing Channel

Chapter 5----------Strategy in Marketing Channels

Chapter 6----------Designing the Marketing Channels

Chapter 7----------Selecting the Channel Members

Chapter 10---------Product Issues in Channel Management

Chapter 11---------Pricing Issues in Channel Management

Chapter 12---------Promotion through the Marketing Channel

Chapter 13---------Logistics and Channel Management

Chapter 14---------Evaluation Channel Member Performance

Chapter 17---------Marketing Channels for Services