



Course Specifications

Course Title:	Distribution Channels
Course Code:	MKT10503
Program:	Bachelor of Marketing
Department:	Marketing
College:	College of Business Administration
Institution:	Albaha University

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A. Course Identification

1. Credit hours:
2. Course type
a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/>
b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: 5 th Level / 3 rd Year
4. Pre-requisites for this course (if any): None
5. Co-requisites for this course (if any): None

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	42	95%
2	Blended	03	5%
3	E-learning	-	-
4	Distance learning	-	-
5	Other	-	-

7. Contact Hours (based on academic semester)

No	Activity	Contact Hours
1	Lecture	45
2	Laboratory/Studio	-
3	Tutorial	-
4	Others (specify)	-
	Total	45

B. Course Objectives and Learning Outcomes

1. Course Description

This course is an introduction of Marketing channel partners to the firms, how product flow from Company to customers. This course is designed to provide students an integrative view of Marketing Channels. After completion of this course students will be Familiarize with various channel institutions, channel design, channel coordination. Able to evaluate channel design with special reference to business-to-business market and technology. Identify key analytical and decision-making frameworks concerning the global marketing environment. Analyse the marketing mix and its impact on the firm's performance.

2. Course Main Objective

Upon completion of this course delegates will be able to:

Understand the importance of channels in the context of the 4 P's of Marketing

Understand what value channel members create

Analyze the different types of market coverage

Determine what type of intermediaries can be used in a channel

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge and Understanding	
1.1	List channel flows and participants.	K2
1.2	Describe conflict in marketing channel systems.	K3
2	Skills :	
2.1	Analyse channel structure regarding to segmentation and positioning	S2
2.2	Evaluate the process of designing international channels	S3
3	Values:	
3.1	Demonstrate teamwork to accomplish goals	V2
3.2	Monitor performance of each channel member	V3

C. Course Content

No	List of Topics	Contact Hours
1	Course Introduction -Marketing Concepts	6
2	The channel Participation	6
3	The environment of Marketing channels	6
4	Behavioral Process in Marketing Channels	9
5	Designing Marketing Channel	9
6	Product Issues in Channel Management	9
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge and Understanding		
1.1	List channel flows and participants.	Lectures, Illustrative Examples	Exams Assignment
1.2	Describe conflict in marketing channel systems.	Lectures, Illustrative Examples	Exams Assignment
2.0	Skills		
2.1	Analyse channel structure regarding to segmentation and positioning	Lectures, Problem solving Brainstorming	Exams Assignment Direct Questions
2.2	Evaluate the process of designing international channels	Lectures Active Learning	Exams Quizzes Homework
3.0	Values		
3.1	Demonstrate teamwork to accomplish goals	Group discussion Cooperative Learning Self-Learning	Direct Questions Presentations
3.2	Monitor performance of each channel member	Group discussion Cooperative Learning	Direct Questions Presentations

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
		Self-Learning	Case studies

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Midterm exam	7	30
2	Assignments/ Homework/ Discussion	4 -10	10
3	Presentations (Individual/ Group)	12	10
4	Final Examination	16	50

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Instructor will be available for student consultation and academic advice in his specified office hours.

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Marketing Channels-A Management View Author- Bert Rosenbloom International Edition Publisher-South-Western Cengage Learning ISBN 13-978-0-538-47760-4
Essential References Materials	Marketing Channels (7th Edition) 7th Edition by Anne Coughlan Author- Erin Anderson, Louis W. Stern
Electronic Materials	
Other Learning Materials	

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Classroom which can accommodate 40 students
Technology Resources (AV, data show, Smart Board, software, etc.)	Smart Board, Data Show
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	Projectors, Printers, scanners, etc.

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Course evaluation	Students	Survey questionnaire
Student experience evaluation	Students	Survey questionnaire
Instructors' Team evaluation	Team of instructors	Review meetings
External evaluation	Advisors / or experts	Course Files Review Samples of student's work reviewed by internal faculty
Quality review	Program Quality Committee CBA Academic Accreditation Unit	Course Files Review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	Marketing Department Council
Reference No.	Ref:DMISEM27092020
Date	27/09/2020