King Saud University Distribution Management

College of Business Administration MKT 402

Marketing Department 2013-2014- 1st semester

|  |
| --- |
| **Instructor: Soad A. Al-Meshal** |
| **Office: Building 3/ Office No. 196** |
| **Office Hours: M.:8-10 and W.: 8-11** |
| **E-Mail:** [**salmeshal@ksu.edu.sa**](mailto:salmeshal@ksu.edu.sa) |

**Nature of the course**

Distribution Management is an elective and assumes that the student has taken the Core Marketing classes. It focuses on how the product reaches the final consumers.

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.

The course is equally applicable to all organizations whose core product is service (e.g., banks, transportation companies, hotels, hospitals, educational institutions, professional services, telecommunication, etc.) and to organizations that depend on service excellence for competitive advantage (e.g., high technology manufacturers, automotive, industrial products, etc.).

|  |  |  |
| --- | --- | --- |
| **Course Objectives** | | |
|  | Upon successful completion of this class, course participants will have a working knowledge of the following:   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. | |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Class Policies**

1. The instructor reserves the right to modify any of the material in the Syllabus and Class Schedule with sufficient notice given to course participants.
2. Come to each class well prepared to be able to discuss the required readings and assigned cases and assignments in detail.
3. Each student is responsible for obtaining all handouts, announcements, and schedule changes.
4. Actively participate in lectures and assignment as much of the learning will come from discussions during class.
5. Important class announcements may be communicated by e-mail. **You**are responsible for checking your e-mail account regularly.
6. Do not come late for class.
7. Switch off your cell phone during class.
8. Do not talk while fellow students are presenting or asking questions.
9. Respect everyone’s opinion.
10. There are no provisions for make-up exams or extra credit.

**Course Text Book**

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

**Additional Readings**

1. Marketing Channels 7/e by Coughlan, Anderson, Stern and El-Ansary (Prentice Hall, ISBN 0131913468)
2. [Linda Gorchels](http://www.amazon.com/Linda-Gorchels/e/B001IGLN8I/ref=ntt_athr_dp_pel_1), **Linda Gorchels** (Author)
3. **›**[Visit Amazon's Linda Gorchels Page](http://www.amazon.com/Linda-Gorchels/e/B001IGLN8I/ref=ntt_athr_dp_pel_pop_1)
4. Find all the books, read about the author, and more.
5. See [search results](http://www.amazon.com/exec/obidos/search-handle-url/ref=ntt_athr_dp_sr_pop_1?%5Fencoding=UTF8&sort=relevancerank&search-type=ss&index=books&field-author=Linda%20Gorchels) for this author
6. Are you an author? [Learn about Author Central](http://authorcentral.amazon.com/gp/landing/ref=ntt_atc_dp_pel_1)
7. [Edward Marien](http://www.amazon.com/exec/obidos/search-handle-url/ref=ntt_athr_dp_sr_2?%5Fencoding=UTF8&sort=relevancerank&search-type=ss&index=books&field-author=Edward%20Marien), and [Chuck West](http://www.amazon.com/exec/obidos/search-handle-url/ref=ntt_athr_dp_sr_3?%5Fencoding=UTF8&sort=relevancerank&search-type=ss&index=books&field-author=Chuck%20West), the Manager's Guide to Distribution Channels. McGraw-Hill, 2004.
8. All Arabic and foreign periodicals in Business and Marketing.

**Course Evaluation**

Participation………………………………………………………………………………….....5%

Case Analysis & Case Critique………………………….………………………………….......5%

Project & presentation…………………….…………………………………………………...10%

Two Exams……………………………….…………………………………………………....40%

Final Exam…………………………………………………………………………………….40%

Total ………………………………………………………………………………………....100%

**Assignments**

**Objectives for Assignments**

An underlying assumption of the Distribution Management course is that students learn best and retain more when they actively apply and work with the concepts presented in the course materials rather than simply read about them or hear the professor talk about the ideas. The purpose of these assignments is for you to apply concepts and tools learned in class to real situations. In general, each of the assignments will be graded according to the following criteria:

1. Evidence of understanding and ability to apply course concepts

2. Quality (depth, creativity, clarity) of analysis and expression.

3. Writing style, you will not receive extra credit for proper spelling, grammar, punctuation, etc., but will receive a poor evaluation of the assignment if these areas are found to be lacking.

4. The submission due dates.

**Individual assignments**

The purpose of these assignments is to understand and evaluate the individual skills and level of understanding of the course concepts for each student.

**Assignment # 1: Case Analysis & Case critique**

**One case analysis & critique** with **presentation. The cases are found in the text book, the instructor will assign one case to each student in the second lecture.** A **ten pages** report maximum (12 point font, double-spaced) will be submitted in due date. You must submit the cases reports to me one week before the presentation.

* The case analysis /critique guidelines will be delivered to the students in the class.
* Each individual member of the class is expected to analyze and be prepared to discuss each case. You should attempt to meet with your class members in advance of a case to help you prepare for the discussion. Your role in a case discussion requires you to not only learn the material but also to assist in the learning of your classmates.

**Assignment # 2: Distribution Project**

The project of this course focuses on analysis of a (business) situation wherein supply chain/logistics performance is a significant source of competitive advantage. The assignment provides an excellent opportunity to apply course concepts for analysis and description of how an organization’s supply chain can be optimized. A written report (not more than 20 pages) will be due on the last week of class before final exams.

1. You should describe the current supply chain management situation facing the organization you want to target. You should provide justification for why this organization. Be sure that you **sufficiently investigate competitors** **that exist**. Please include a SWOT analysis.
2. Description of major problems/ obvious crisis or decisions point that requires further analysis or discussion
3. A complete analysis of the problems with recommendations for implementation.
4. You should use appropriate distribution concepts to describe your chain and your proposed marketing strategy.
5. An executive summary that highlights the key aspects of your project should also be included. Your paper will be evaluated based on the **quality** of your justification for the decisions you make about your project, your **consistency** in linking marketing strategy and tactic decisions, **the depth of knowledge** about marketing channels you demonstrate based on your discussion of course concepts, **the level** of detail provided, the **quality of the writing**, and the **presentation**.

You may put the blueprint in an appendix as well as any other related materials that help support the decisions made in the report. There is no limit to the number of pages included in the appendices.

**Due Dates:**

* Case analysis is due on the fifth week.
* The project report is due on last week before final exams 15/2/1435.

**Exams Due Dates:**

* **First Midterm 23/12/1434**
* **Second Midterm 13/2/1435**

**\*All students are required to present their individual assignments\***

**Content outline**

In the distribution management course there are essential topics that should be covered; these topics are listed in the table below.

|  |  |  |
| --- | --- | --- |
| **Week** | **Reading** | **Topic** |
| 1 | Chapter # 1 | Marketing Channel Concepts |
| 2 | Chapter # 2 | The Channel Participants |
| 3 | Chapter # 4 | Behavioral Processes in Marketing Channels |
| 4 | Chapter # 5 | Strategy in Marketing Channels |
| 5 | Chapter # 6 | Designing the Marketing Channels |
| 6 | Chapter # 7 | Selecting the Channel Members |
| 7 | Chapter # 10 | Product Issues in Channel Management |
| 8 | Chapter # 11 | Pricing Issues in Channel Management |
| 9 | Chapter # 12 | Promotion through the Marketing Channel |
| 10 | Chapter # 13 | Logistics and Channel Management |
| 11 | Chapter # 14 | Evaluation Channel Member Performance |
| 12 | Chapter # 15 | Electronic Marketing Channels |
| 13 | Chapter # 17 | Marketing Channels for Services |
| 14 | Chapter # 18 | International Channel Perspective |

**Good Luck**