Distribution Management & Marketing Institutions  
MKT 402

<table>
<thead>
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<th>Instructor:</th>
<th>Dr. Soad A. Al-Meshal</th>
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</thead>
<tbody>
<tr>
<td>Semester:</td>
<td>2nd 1441</td>
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**Course Description:**

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.

**Course Objectives:**

The main learning emphasis in this course is placed on improved critical thinking ability (analytical and creative) as it relates to Distribution Management. This course is very applied in nature. This course aims to do the following:

1. To develop an understanding of the distribution management concepts.
2. Explain the link between distribution management and functional areas in the organization.
3. To acquire the basic knowledge, concepts, tools, and professional terminology necessary to understand specific considerations facing firms as they engage in distribution management.
4. Knowing the main theories and concepts of distribution management.
5. Gaining the skills required to set an integrated distribution plan.
6. Identifying the types of marketing institutions in the Kingdom and comparing them to their counterparts globally.
Course Learning Outcomes (CLO)

Upon Completion of the course the students will be able to:

1. Students should have knowledge about distribution being one of the most important marketing strategies.
2. Students should have knowledge about types of retailers and wholesalers in the kingdom.
3. Students should have knowledge about network partners—wholesalers, distributors, dealers, retailers and their functioning.
4. The ability to search the Internet and electronic sources for distribution management information.
5. Students should develop distribution strategies and methods on the marketing performance of the firm.
6. Students will be able to develop reasoning, logical and analytical skills.
7. Students will be able to demonstrate coordination with group members.
8. Students will be able to demonstrate Self-motivation.
9. Students will be able to demonstrate reading and listening skills.
10. Students will be able to demonstrate speech skills and language skills.

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.

Required Textbook:

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

1. Extra readings will be provided by the instructor during the semester.

**Course Evaluation**

Students will be evaluated according to the following:

<table>
<thead>
<tr>
<th>Midterm exam1</th>
<th>Midterm exam2</th>
<th>Case studies</th>
<th>Project</th>
<th>Final exam</th>
</tr>
</thead>
<tbody>
<tr>
<td>20%</td>
<td>20%</td>
<td>10%</td>
<td>10%</td>
<td>40%</td>
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</table>

**Assignments**

**Objectives for Assignments**

The 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. 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.

1- **Case Studies**

**One case analysis with presentation will be assigned for each group.** There is nothing to prepare in advance for these except that you must be up-to-date with the assigned readings

- The case analysis guidelines will be delivered to the students in the class.
- Each group 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.

2- **In-class Participations**

Your contribution to the classroom discussion based on your knowledge, experiences and performance in this course. Comments from individuals in the class are expected to be relevant, informed, interesting, and insightful. Quality of contribution rather than merely quantity of "talk time" is a key to your success. Be respectful of other students and avoid exhibiting dominating, one-way approaches to class discussion. Attendance to class is your responsibility. Attendance is a factor of participation; you cannot participate if you are not in class. Much of the learning in
this course comes from our in-class interactions and activities. This is not a distance-learning course there is no viable way to “make up” missed in-class learning opportunities

**Project Assignment**

The project of this course focuses on distribution channels in known companies. The idea is to know how to explain channels type, who work in the channels, what is the channels tasks and the channels strategies. You are required to submit the project report at the due date. The writing styles is Times New Roman with font 12 for the text and 14 for the titles, the space between lines should be 1.5. More instructions will be provided in the class.

*All students are required to present their individual/Group assignments*
## Course Content

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

<table>
<thead>
<tr>
<th>Week</th>
<th>Chapter</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction</td>
<td></td>
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<tr>
<td>2</td>
<td>Chapter 1</td>
<td>Marketing Channel Concepts</td>
</tr>
<tr>
<td>3</td>
<td>Chapter 2</td>
<td>The Channel Participants</td>
</tr>
<tr>
<td>4</td>
<td>Chapter 4</td>
<td>Behavioral Processes in Marketing Channel</td>
</tr>
<tr>
<td>5</td>
<td>Chapter 5</td>
<td>Strategy in Marketing Channels</td>
</tr>
<tr>
<td>6</td>
<td>Chapter 6</td>
<td>Designing the Marketing Channels</td>
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<tr>
<td></td>
<td></td>
<td><strong>First Mid Term Exam  2/7/1441 – 26/2/2020</strong></td>
</tr>
<tr>
<td>7</td>
<td>Chapter 7</td>
<td>Selecting the Channel Members</td>
</tr>
<tr>
<td>8</td>
<td>Chapter 10</td>
<td>Product Issues in Channel Management</td>
</tr>
<tr>
<td>9</td>
<td>Chapter 11</td>
<td>Pricing Issues in Channel Management</td>
</tr>
<tr>
<td>10</td>
<td>Chapter 12</td>
<td>Promotion through the Marketing Channel</td>
</tr>
<tr>
<td>11</td>
<td>Chapter 13</td>
<td>Logistics and Channel Management</td>
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<td><strong>Second Mid Term Exam  15/8/1441 – 8/4/2020</strong></td>
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<tr>
<td>12</td>
<td>Chapter 14</td>
<td>Evaluation Channel Member Performance</td>
</tr>
<tr>
<td>13</td>
<td>Chapter 17</td>
<td>Marketing Channels for Services</td>
</tr>
<tr>
<td>14</td>
<td>Project Report Submission</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Feedback and Course Wrap-up Group Project Presentations</td>
<td></td>
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**Good Luck**
Scoring Rubric for Final Report Oral Presentation
(Individual Assessment)

Group Project Title: ……………………………………………………………………………………………………………………………

Group No.: (                               )

Student Name: ………………………………………    Student ID: ……………………

PRESENCE 5 4 3 2 1 0
-body language & eye contact
-contact with the public
-poise
-physical organization

LANGUAGE SKILLS 5 4 3 2 1 0
-correct usage
-appropriate vocabulary and grammar
-understandable (rhythm, intonation, accent)
-spoken loud enough to hear easily

ORGANIZATION 5 4 3 2 1 0
-clear objectives
-logical structure
-signposting

MASTERY OF THE SUBJECT 5 4 3 2 1 0
-pertinence
-depth of commentary
-spoken, not read
-able to answer questions

VISUAL AIDS 5 4 3 2 1 0
-transparencies, slides
-handouts
-audio, video, etc.

OVERALL IMPRESSION 5 4 3 2 1 0
-very interesting / very boring
-pleasant / unpleasant to listen to
-very good / poor communication

TOTAL SCORE _______
Scoring Rubric for the Case Study/Article Group Discussion  
(Individual Assessment)

Group Project Title: ..........................................................................................................

Group No.: ( )

Student Name: ..............................................                       Student ID: .........................

Active contribution in group discussion  5  4  3  2  1  0
Ability to identify the key concepts in the case  5  4  3  2  1  0
Demonstration of linking theory with practice  5  4  3  2  1  0
Showing critical thinking in discussing the case  or other group members  5  4  3  2  1  0
Responsiveness to the other participants  and facilitation to the case discussion  5  4  3  2  1  0
Resection of the other group members point of views  5  4  3  2  1  0

TOTAL SCORE _______