

## Course Syllabus

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|-------------------------------------|---|
| <b>1. Program of Study</b>          | Bachelor of Business Administration Program   |
| <b>Faculty/Institute/College</b>    | Mahidol University International College  |
| <b>2. Course Code</b>               | ICMK 328  |
| <b>Course Title</b>                 | Marketing Channel Management  |
| <b>3. Number of Credits</b>         | 4 ( <b>Lecture/Lab/Self-Study</b> ) (4-0-8)   |
| <b>4. Prerequisite(s)</b>           | ICMK 316  |
| <b>5. Type of Course</b>            | Required Course   |
| <b>6. Trimester / Academic Year</b> | First, Second, Third Trimester/2007-2008  |
| <b>7. Course Conditions</b>         | 20-40 students  |
| <b>8. Course Description</b>        | Management of the firm's distribution systems, role of channel members, the impact of marketing channel decisions on marketing strategy, channel design and management, and an overview of supply chain management. |
| <b>9. Course Objective(s)</b>       | After successful completion of this course, students will be able to  |
|                                     | 9.1 Understand the practices that involved with the development of channel structure, the management of intermediary, and the coordination among channel members.   |
|                                     | 9.2 Identify the strengths and weaknesses of various channel arrangements.  |
|                                     | 9.3 Develop strategic implications of marketing channels in related to other marketing mix.   |

## 10. Course Outline

Week	Course Outline				Instructor
	Topics	Lecture	Lab	Self-Study	
1	Marketing Channel Concepts	4	0	8	KPT
2	Channel Members and the Environment	4	0	8	KPT
3	Managing Channel Conflicts and Power	4	0	8	KPT
4	Channel Strategy Development and Channel Design	4	0	8	KPT
5	Target Market and Member Selection Process	4	0	8	KPT
6	Midterm Examination	4	0	8	KPT
7	Motivating Channel Member	4	0	8	KPT
8	Marketing Mix in Marketing Channel Aspect	4	0	8	KPT
9	Evaluation of Channel Member Performance	4	0	8	KPT
10	Logistics and Channel Management	4	0	8	KPT
11	Marketing Channel in Other Perspectives	4	0	8	KPT
	<b>Total</b>	<b>44</b>	<b>0</b>	<b>88</b>	

## 11. Teaching Method(s)

Combination of class lecture and case discussion  
Special Topic from experienced guest lecturers

## 12. Teaching Media

Power point and handouts, case materials, multimedia and interactive resources,  
News clipping and selections from popular marketing and business literature

## 13. Measurement and Evaluation of Student Achievement

Students achievement is measured and evaluated by

- 13.1 The ability in understanding the practices that involved with the development of channel structure, the management of intermediary, and

- the coordination among channel members.
- 13.2 The ability in identifying the strengths and weaknesses of various channel arrangements.
  - 13.3 The ability in developing strategic implications of marketing channels in related to other marketing mix.

Student's achievement will be graded according to the faculty and university standard using the symbols: A, B+, B, C+, C, D+, D, and F.

Student must have attended at least 80% of the total class hours of this course.

Ratio of mark

1. Midterm	30%
2. Final	30%
3. Group Project	25%
4. Case Analysis	15%

#### **14. Course Evaluation**

- 14.1 Students' achievement as indicated in number 13 above.
- 14.2 Students' satisfaction towards teaching and learning of the course using questionnaires.

#### **15. Reference(s)**

Rosenbloom, B. (2004). **Marketing Channels: A Management View**, 7<sup>th</sup> Edition, Thomson South-Western.

#### **16. Instructor(s)**

Kandapa Thanasuta

#### **17. Course Coordinator**

Program Director of Marketing Major

