

Course Outline

MK 318 / MK 316 Distribution Channel Management

Semester 2/2021 (January 10 - May 7, 2022)

Number of credits:	3 credits (3-0-6)
Lecture Time:	Saturday 09.00 – 12.00 hrs.
Lecture Venue:	Zoom
Instructor:	Assoc. Prof. Dr. Kedwadee Sombultawee Email: kedwadee@tbs.tu.ac.th Office hours: By appointment Name: Dr. Paweena Kolkitchaiwan E-mail: kateploypaul@hotmail.com
Course Co-Ordinator:	Name: Asst. Prof. Dr. Kedwadee Sombultawee E-mail: kedwadee@tbs.tu.ac.th

Course Description

A study of distribution channel systems for traditional and modern trade, their roles, constraints on their management, and their integration into marketing strategy. Analysis of dynamic market factors, design and distribution of channels for effective and efficient management distribution networks, and strategic deployment of multi-channel marketing decisions to gain competitive advantages. Focus is on the roles, attitudes, and behavior of channel members, dimensions of channel power, management of channel conflict, channel incentive programs, coordination of channel relationships, and management of indirect channels. Particular attention is paid to the development, control, and evaluation of a distribution channel in both consumer and business markets.

Prerequisites: *Curriculum 2013: MK202*
Curriculum 2018: MK201

Course Objectives

1. To understand the distribution channel management as part of Marketing Mix as the big picture or integrated perspective

2. To understand the factors influenced to the distribution channel and the management process
3. To understand the developing of distribution channel
4. To able to analyze & identify gap with recommendation from the actual cases given of the distribution channel case study
5. To understand the distribution channel management process
6. To able to develop the recommendation of channel management process

Course rules, Grading criteria

1. Class attendance is treated as one of the priorities of this course.
2. The preparation of text reading and the given assignments have to be fulfilled before the beginning of each session.
3. The lecture would focus on main topics with emphasis on interesting points for discussion among the class members.
4. Assignments base on individual and group efforts will be periodically given.

Grading:

1. Class Participation, Quiz, and Homework	10%
2. Peer Evaluation for Assignment 1	5%
3. Peer Evaluation for Assignment 2	10%
3. Assignment 1 (Group)	20%
4. Assignment 2 (Group)	20%
5. Assignment 2 (Individual)	5%
6. Final Exam	30%
Total	100%

Reference material

Main Text: "Marketing Channel" by Bert Rosenbloom, South_Western Cengage Learning, 2013

Suggested readings: "Marketing Channels" by Anne T. Coughlan, Erin Anderson, Louis W. Stern and Adel I. El-Ansary, 7th Edition, Pearson Education Inc., Upper Saddle River, New Jersey, 2006

Course plan

Session/Date & Time Instructor/Guest Speaker	Topics	Activities/Text & Materials/ Media
1. January 15, 2022. 09:00-12:00 Asst. Prof. Dr.Kedwadee Sombultawee	<ul style="list-style-type: none"> ✓ Introduction to Channel Marketing Management ✓ Understanding of detailed course outline & assignment preparation ✓ Self-Introduction Part 1: Marketing Channel System <ul style="list-style-type: none"> • Chapter 1: Marketing Channel Concept 	Class Participation Power point Chapter1
2. January 22, 2022. 09:00 –12:00 Asst. Prof. Dr.Kedwadee	Part 1: Marketing Channel System <ul style="list-style-type: none"> • Chapter 1: Marketing Channel Concept 	Class Participation

Session/Date & Time Instructor/Guest Speaker	Topics	Activities/Text & Materials/ Media
Sombultawee Submit Group Name List	<ul style="list-style-type: none"> Chapter 2: Channel Participants ✓ Individual Assignment Detail & Topic Explanation ✓ Submit Group Name List ✓ Group Assignment 1 Explanation 	Power point Chapter 2 Individual Assignment Sheet
3. January 29, 2022. 09:00-12:00 Asst. Prof. Dr.Kedwadee Sombultawee	Part 1: Marketing Channel System <ul style="list-style-type: none"> Chapter 3: The Environment of Marketing Channels ✓ Group Assignment 1 Topic Submission and Short Presentation 	Textbook Chapter3 Class Participation Power point Chapter3 Group Assignment Sheet
4. February 5, 2022. 09:00-12:00 Asst. Prof. Dr.Kedwadee Sombultawee	Part 1: Marketing Channel System <ul style="list-style-type: none"> Chapter 4: Behavioral Processes in Marketing Channels 	Textbook Chapter4 Class Participation Power point Chapter4
5. February 12, 2022. 09:00-12:00 Asst. Prof. Dr.Kedwadee Sombultawee	Part 2: Developing the marketing channel <ul style="list-style-type: none"> Chapter 5: Strategy in Marketing Channels Chapter 8: Target Market and Channel Design Strategy ✓ Assignments Progress Report 	Textbook Chapter5&8 Class Participation Power point Chapter5&8
6. February 19, 2022. 08:30-13:00 Asst. Prof. Dr.Kedwadee Sombultawee	<ul style="list-style-type: none"> • Group Assignment1 Presentation • Last day of Individual Assignment Submission • Feedback Group Assignment 1 	15 Minutes per group + 5 Minutes for Comments
7. February 26, 2022. 13:00-16:00 Dr.Narathip Amtiengtrong	<ul style="list-style-type: none"> Marketing Channels for B2C and B2B OR relevant topic 	Special topic
Mid term Examination		
8. March 12, 2022 (After Midterm) 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 2: Developing the marketing channel <ul style="list-style-type: none"> Chapter 6: Designing Marketing Channels ✓ Submit + Prepare Short Presentation: Topic for Group Assignment 2 	Textbook Chapter6 Class Participation Power point Chapter6
9. March 19, 2022. 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 2: Developing the marketing channel <ul style="list-style-type: none"> Selecting the Channel Members Part 3: Managing the Marketing Channel Motivating the Channels Members	Textbook Chapter7,9&14 Class Participation Power point Chapter7&14
10. March 26, 2022. 09:00-12:00	Part 3: Managing the Marketing Channel <ul style="list-style-type: none"> Product, Price & Promotion in Channel Management 	Textbook Chapter10-12 Class Participation

Session/Date & Time Instructor/Guest Speaker	Topics	Activities/Text & Materials/ Media
Dr. Paweena Kolkitchaiwan		Power point Chapter10-12
11. April 2, 2022. 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 3: Managing the Marketing Channel <ul style="list-style-type: none"> Logistic and Channel Management Evaluation Channel Member Performance 	Textbook Chapter 13 &9 Class Participation Power point Chapter 13&9
12. April 9, 2022. 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 4: Additional Perspectives on Marketing Channels <ul style="list-style-type: none"> Electronic Marketing Channel and Omni Channel 	Textbook Chapter 15 - 16 Class Participation
13. April 23, 2022. 09:00-12:00 Dr. Paweena Kolkitchaiwan	Part 4: Additional Perspectives on Marketing Channels <ul style="list-style-type: none"> Franchise Marketing Channel Marketing Channel for Services Pre-Meeting Workshop for Group Assignment 2 	Textbook Chapter17-18 Class Participation Power point Chapter17-18
14. April 30, 2022. 08:30-13:00 Asst. Prof. Dr.Kedwadee Sombultawee Dr. Paweena Kolkitchaiwan	<p style="color: red;">Group Assignment Presentation</p> <p style="color: red;">✓ Review for Final Exam</p>	<p style="color: red;">20 Minutes per group (Max) + 10 Minutes for Q&A</p> <p style="color: red;">Question & Answer for Final Exam</p>
	Final Exam Tuesday 9-25 May Time 13:00-16:30	

Detail of Assignments:

Assignment1 (Group)

Around 5 to 6 students per group - submit student name and group name on **22 January, 2022**. Each group has to select the product of your own interest. The product has to be in Thai market. Your group has to find at least one other group that choose product within the same industry. For example, your group chooses Pepsi, another team may select Big Cola.

✓ Topic submission on January 29, 2022.

✓ Project Scope

1. Situational Analysis (the analysis tools should cover but not limit to)
 - 3Cs (Competitors, Consumers, Company)
 - The Environment of Marketing Channels (from Ch3)
 - Behavioral Process in Marketing Channels (from Ch4)
 - SWOT Analysis focusing on Marketing Channels
 - STP
 - Strategy in Marketing Channels
2. Exiting Marketing Channel Analysis
 - Explain the Marketing Channel Structure and Analyze the Channel Flows
 - Analyze the Channel Members

- Who are they
 - Sales revenue of each channel member, contributing to the firm.
3. Comment and Suggestion
- Comment on the existing marketing channel (appropriateness, pros, cons, etc.), providing supported reason.
 - Suggestion for gaining more sales from competitor(s), providing supported reasons. – must set the target to achieve

- ✓ **Submission** has to be done in oral and written communication.
- Written: Maximum 20 A4 pages – not include appendix.
 - Report + slide via email on **February 17, 2022** within 6:00PM

Oral presentation: 15 minutes presentation + 5 minutes for Q&A (**February 19, 2022**). 20% of the total score for this project will be given individually according to each student's performance during the presentation.

Assignment2 (Group and Individual)

Each group has to select the product of your own interest. The product has to be the new product (never been existed in Thai market).

✓ **This is a role playing assignment – 2 roles**

1st Role: Team of Channel Managers that has to present the designed marketing channels for this new product to the Top Executive Board. Each team has to act as the real Team of Channel Managers that has to defend their idea of marketing channels for the selected new product to the company's Top Executives. (20% as a group)

Submission

Written: Maximum 30 A4 pages – not include appendix

- Final report: soft copy of report **on April 28, 2022** within 6:00PM

- Oral presentation: Maximum of 20 minutes presentation + 10 minutes for Q&A.

- 20% of the total score for this project will be given individually according to each student's performance during the presentation.

2nd Role: Top Executive Board that has to give (a lot of) comments to the Team of Channel Managers' marketing channels. (5% individually)

Submission

Written and Verbal: each student need to ask question after the presentation from the other teams. You have to submit the questions in written format after the session. The score will depend on both quantity and quality of your questions that have been used to ask the other teams.

*****Plagiarism is a serious issue. If plagiarism is found, students will receive zero point for the assignment. Furthermore, if plagiarism is found more than one time from the same student, F grade would be given to the student unconditionally.**

ACADEMIC CALENDAR & HOLIDAY SEMESTER 2/2021

Semester 2/2021 (January 10 – May 7, 2022)	
Classes Begin	January 10, 2022
Add-drop period	January 17 - 20, 2022 <i>(from 9.00 AM of January 17 to 10.30 PM of January 20)</i>
Tuition Fee Payment Period	7 December, 2021 - January 23, 2022 <i>(9 AM - 10.30 PM)</i>
<i>Makha Bucha Day*</i>	<i>February 16, 2022</i>
Mid-term Examination Period	February 28 - March 5, 2022
Withdrawal period with "W" on record	March 14 - April 25, 2022 <i>(from 9.00 AM of March 14 to 10.30 PM of April 25)</i>
<i>Chakri Memorial Day*</i>	<i>April 6, 2022</i>
<i>Songkran Festival Day*</i>	<i>April 11 - 17, 2022</i>
<i>Coronation Day*</i>	<i>May 4, 2022</i>
Last day of class for Semester 2/2021	May 7, 2022
Final exam period	May 9 - 12, 17 - 25, 2022
<i>Royal Ploughing Ceremony Day*</i>	<i>May 13, 2022</i>
<i>Visakha Bucha Day*</i>	<i>May 15, 2022</i>
<i>Substitution for Visakha Bucha Day*</i>	<i>May 16, 2022</i>

Remark * Holiday, No classes during this period