

Course Outline

MK 316 Distribution Channel Management

Semester 2/2023 (January 8 – May4, 2023)

Number of credits: 3 credits (3-0-6)

Prerequisites: MK201

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.

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. In-class participation is the KEY of this course.
2. Class attendances will be weighed against in-class participation as 'you need to be present to participate'
3. The preparation of any given assignments have to be fulfilled before the beginning of each session.
4. The lecture is highly focused on real world business experiences and dynamic changes over the past decades

5. Assignments base on individual and group efforts will be periodically given.

Grading:

1. Class Participation	35%
2. Assignment 1 (Individual)	30%
3. Group Project	35%
Total	100%

Reference material

Course plan

Session/Date & Time Instructor/Guest Speaker	Topics	Activities/Text & Materials/ Media
1. January 13 th , 2024	✓ Course introduction ✓ Understanding of detailed course outline, assignments and expectations Part 1: Marketing Channel System • Chapter 1: Marketing Channel Concept	Class Participation Exploration exercises
2. January 20 th , 2024	Group exploration presentation Part 1: Marketing Channel System • Marketing Channel Concept ✓ Individual Assignment Detail & Topic Explanation ✓ Submit Group Name List ✓ Group Assignment 1 Explanation	Class Participation
3. January 27 th , 2024	Part 1: Marketing Channel System • Channel Participants • The Environment of Marketing Channels	Class Participation
4. February 3 rd , 2024	Part 2: Developing the marketing channel • Target Market and Channel Design Strategy • Strategy in Marketing Channels	Class Participation
5. February 8 th , 2024**	• Case Study: New Business Development-Bond	Class Participation Guest speaker
6. February 17 th , 2024	• Marketing Channels for B2C and B2B	
7. February 22 nd , 2024**	• Case Study: E-Commerce	Class Participation Guest speaker
8. March 2 nd , 2024	• Designing Marketing Channels	Class Participation

9. March 9 th , 2024	Part 2: Developing the marketing channel - Selecting the Channel Members - Motivating the Channels Members	Class Participation

Session/Date & Time	Topics	Activities/Text & Materials/ Media
10. March 16 th , 2024	Additional Perspectives on Marketing Channels - Franchise Marketing Channel - Marketing Channel for Services - Pre-Meeting Workshop for Group Assignment 2	Class Participation
11. March 21 st , 2024	Part 3: Managing the Marketing Channel Product, Price & Promotion in Channel Management	Textbook Chapter10-12 Class Participation Power point Chapter10-12
12. March 23 th , 2024	The role of data in retailing	Class Participation Guest Speaker
13. April 20 th , 2024	Case Study: New market entry	Class Participation Guest Speaker
14. April 24 th , 2024**	Pitching and presentation skills	Class Participation
15. April 27 th , 2024	Group Presentation	20 Minutes per group (Max) + 10 Minutes for Q&A

Detail of Assignments:

Individual Assignment

Channel of Distribution Analysis

✓ Assignment will be done individually and submitted in person on April 27th, 2024. You need to select and submit the topic for this assignment by February 17th, 2024.

✓ Students to pick a brand/product of their choices. Choices are not limited to the Thai market.

✓ **Must Have Content in the individual Assignment:**

- Product/Brand/Company Profile
- Key Marketing Strategies
- Distribution Channel Strategy
- Analysis of Channel Design / Distribution Channel Structure/Type of Intermediaries/ Density of Intermediary/Channel Member / Member Selection
- Pro and Con Analysis of Distribution Channel
- Recommendations of alternatives if needed

- ✓ **Submission** has to be done in written communication.
 - Written: Maximum A4 pages (printed version is required) on April 27th, 2024.

Group Project:

Student group to select the product of your own interest. The chosen product(s)/brand(s) do not is/are NOT currently available in the market. The approach of the student groups will be the 'marketing consultants' that are being hired by the company and brand to provide strategies for entering the Thai market. You need to select and submit the topic for this assignment by February 17th, 2024.

- ✓ 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. Existing 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 communication on April 27th, 2024.

Oral presentation: 20 minutes presentation + 10 minutes for Q&A. 20% of the total score for this project will be given as a group. Every member in the group will be receiving the same assigned grade unless group members has informed the instructor for special grading allocation for a specific individual group member(s).

