



Course Outline

MK316 Distribution Channel Management

Semester 2/2025 (January 5 - May 2, 2026)

Lecture Time: Tuesday; 13.00-16.00 hrs.

Lecture Venue: 303

Teaching Materials Platform: Google Classroom [Class Code: x5hpvcpt]
[<https://classroom.google.com/c/ODM2OTI5MjY0ODYz>]

Instructor:

Name: Ajarn Isriya Busaracamwongs

Office Hours: By appointment

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Number of Credit: 3 Credits (3-0-6)

Prerequisite: MK201

Course Description:

A central theme of the course is distribution channel systems for traditional and modern trade, their roles, management constraints, and integration into the marketing strategy. The content includes analysis of dynamic market factors, design and distribution of channels for effective and efficient management of distribution networks, and strategic deployment of multi-channel marketing and omnichannel decisions to gain competitive advantages. The course also covers the roles, behavior of channel members, dimensions of channel power, management of channel conflict, channel incentive programs, coordination of channel relationships, and trade marketing, developing, controlling, and evaluating a distribution channel in consumer and business markets.

Course Objectives:

Upon completion of this course, students should be able to:

1. Explain and evaluate how distribution channels are structured and designed to deliver value across traditional, modern, and emerging formats.
2. Manage relationships, resolve conflicts, and strengthen coordination among channel members to improve real-world performance.
3. Integrate multi-channel and omnichannel strategies and use performance data to adapt channel systems to changing markets.
4. Apply all course concepts to develop and present a complete, practical, and strategically sound channel solution for the final case.

Learning Management and Evaluation

CLO	Learning Management	Evaluation
K3 - Demonstrate knowledge of distribution channel structures, designs, and their role in delivering value across traditional, modern, and emerging formats	Lectures, readings, case studies on traditional, modern, and emerging channels	Assignments, midterm presentation, final project, final examination
S3 - Analyze channel options, resolve conflicts, and make strategic decisions to enhance performance and contribute to competitive advantage	Lectures, scenario analysis, conflict-resolution simulation	Case analysis, group assignments, final project, final examination
S5 - Demonstrate initiative and constructive contribution in team problem-solving activities	Team-based problem-solving activities	Peer evaluation, group projects
S7 - Effectively communicate strategic channel solutions through clear oral presentations and written reports for stakeholders	Student presentations, feedback	Midterm presentation, final project presentation, report evaluation
E1 - Demonstrate integrity, honesty, selflessness, and responsibility toward the team and course activities	Team-based activities, assignments	Peer evaluation, class participation
C2 - Adapt channel strategies in response to global market trends, societal changes, and emerging business environments	Lectures, discussions	Assignments, final examination, discussion participation

Learning Assessment Plan

CLOs	Methods of Learning Assessment	Assessment Week	Proportion of Assessment
E1, C2	Class attendance and participation	Week 1-14	10%
K3, S3, S7, C2	Assignments	Week 2-13	20%
K3, S7	Midterm Presentation	Week 7	10%
K3, S3, S7	Final Project Presentation and Report	Week 14	25%
S5, E1	Peer Evaluation	Week 14, ongoing	5%
K3, S3, C2	Final Examination	Post-course	30%

Suggested Reading: Coughlan, A. T., Anderson, E., Stern, L. W., & El-Ansary, A. I. (2006). *Marketing channels* (7th ed.). Pearson Prentice Hall.

Grading Criteria:

Assessment Component	Weight
Class Attendance* and Participation	10%
Assignments	20%
Midterm Presentation	10%
Final Project Presentation and Report	25%
Peer Evaluation	5%
Final Examination	30%
<u>Total</u>	<u>100%</u>

Attendance Requirement:

Students must attend at least 70% of scheduled class sessions in order to qualify for the Final Examination.

Grading Scale:

A = 4.0 (85-100)	B+ = 3.5 (75-84)	B = 3.0 (70-74)	C + = 2.5 (65-69)
C = 2.0 (60-64)	D+ = 1.5 (50-59)	D = 1.0 (40-49)	F = 0 (0-39)

Midterm Group Presentation

Each team will choose one local Thai brand (FMCG, personal care, household, beverage, snack, OTC, beauty, electronics accessory, or any product with a distribution footprint). The brand must operate in one or more of the following channels: traditional trade, modern trade, or e-commerce.

Teams will analyze the brand's channel system using concepts from Part I content (Classes 1–5).

Deliverables:

1. Team presentation (10-15 minutes; all members must speak)
2. Slide deck submission

Key topics:

- A. Brand overview
- B. Channel system mapping
- C. Channel flows analysis
- D. Channel design evaluation
- E. Recommendations

More details will be provided in class.

Final Group Project Presentation and Report

Students will work on the final case applying the full Part II & Part III content (Classes 6–13).

Each team will analyze channel power, conflict, motivation, trade marketing execution, coordination challenges, and omnichannel strategy, and then propose integrated, evidence-based solutions.

Deliverables:

1. Final presentation (15-20 minutes; all members must speak)
2. Slide deck submission
3. Written report (maximum 15 pages, excluding cover page, references, and appendices)

Key topics:

- A. Channel diagnosis
- B. Root-cause analysis
- C. Strategic recommendations
- D. Implementation plan
- E. Measurements and expected outcomes

The case packet will be provided three weeks prior to the Final Presentation.

Tentative Class Schedule:

Session Date & Time	Topics	Activities
# 1 06-Jan-26	Course Orientation & Introduction to Distribution Channels	Class discussion, team exercise
# 2 13-Jan-26	PART I: Understanding & Designing Channels Channel Systems, Market Structures & Channel Flows	Case/clue analysis, class discussion Assignment (2%)
# 3 20-Jan-26	Designing Channel Systems	Case/clue analysis, class discussion Assignment (2%)
# 4 27-Jan-26	Evaluating Channel Alternatives	Case/clue analysis, class discussion Assignment (2%)
# 5 03-Feb-26	Guest Speaker: FMCG Channel Management in Thailand	Expert talk with Q&A; focus on channel structures, flows, coordination, and modern trade execution
# 6 10-Feb-26	PART II: Managing & Optimizing Channel Relationships Channel Power & Dependence Dynamics	Case/clue analysis, class discussion Assignment (2%)
# 7 17-Feb-26	Midterm Group Presentations	Group presentations
No Class during Midterm Week (22-28 Feb 2026)		
No Class on Makha Bucha Day (3 Mar 2026)		
# 8 10-Mar-26	Managing Channel Conflict & Motivation	Case/clue analysis, class discussion Assignment (2%)
# 9 17-Mar-26	Channel Coordination & Communication	Case/clue analysis, class discussion Scenario simulation (2%)
# 10 24-Mar-26	Trade Marketing & Execution	Case/clue analysis, class discussion Assignment (2%)

Session Date & Time	Topics	Activities
# 11 31-Mar-26	PART III: Integrating & Innovating Channels Strategically Multi-Channel & Omnichannel Strategies	Case/clue analysis, class discussion Assignment (2%)
# 12 07-Apr-26	Channel Evaluation & Control	Case/clue analysis, class discussion Assignment (2%)
No Class during Songkran Week (13 – 18 April 2026)		
# 13 21-Apr-26	Strategic Integration & Adaptation	Case/clue analysis, class discussion Assignment (2%)
# 14 28-Apr-26	Final Group Presentations	Final group project submission & presentations
Tuesday 12-May-26 13.30-16.30	Final Examination	

Note: The schedule may be adjusted at the discretion of the course instructor.