



Course Specifications

Course Title:	Marketing channels
Course Code:	MKT340
Program:	Bachelor
Department:	Marketing
College:	CBA
Institution:	PSU

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A. Course Identification

1. Credit hours: 3
2. Course type a. University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Others <input type="checkbox"/> b. Required <input checked="" type="checkbox"/> Elective <input type="checkbox"/>
3. Level/year at which this course is offered: Senior
4. Pre-requisites for this course (if any): MKT301
5. Co-requisites for this course (if any): NA

6. Mode of Instruction (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1	Traditional classroom	0	
2	Blended	45	
3	E-learning	0	
4	Correspondence	0	
5	Other	0	

7. Actual Learning Hours (based on academic semester)

No	Activity	Learning Hours
Contact Hours		
1	Lecture	45
2	Laboratory/Studio	
3	Tutorial	
4	Others (specify)	
	Total	45
Other Learning Hours*		
1	Study	10
2	Assignments	10
3	Library	5
4	Projects/Research Essays/Theses	10
5	Others (specify)	
	Total	35

* The length of time that a learner takes to complete learning activities that lead to achievement of course learning outcomes, such as study time, homework assignments, projects, preparing presentations, library times

B. Course Objectives and Learning Outcomes

1. Course Description

The course will study the elements and management of marketing channels. For our purposes, a marketing channel is viewed as an inter-organizational system that is imbedded within a supply chain and is involved in the task of making products and services available for consumption. The focus of this course is on how institutions can effectively and efficiently transmit anything of value from its points of conception (services) or production (goods) to its points of usage (business-to-business or business-to-consumer).

2. Course Main Objective

- To understand the structure, functions, design, implementation, and the role of marketing channels in the marketing mix and firm's overall strategy.
- To familiarize with terms and concepts relating to distribution, marketing, and business that are significant in the field of marketing channels.
- To identify and analyze the relationships of these concepts with one another and with marketing and/or marketing principles and practices.
- To demonstrate through case analyses and other assignments the application and use these concepts in marketing and/or business situations.
- To study different types of channel institutions and explore the newly established channels.

3. Course Learning Outcomes

CLOs		Aligned PLOs
1	Knowledge:	
1.1	Identify the role of marketing channels	1
1.2	Recognize different types of channel institutions and explore the newly established channels	2
2	Skills:	
2.1	Design a marketing channels strategy	1, 2, 3, 4, 5, 6
2.2	Demonstrate communication skills through in-class discussions	3,4,7
3	Competence:	
3.1	Illustrate presentation skills using appropriate technology application	4,5
3.2	Demonstrate ability to work in groups.	7

C. Course Content

No	List of Topics	Contact Hours
1	Chapter 1 Understanding Channel Strategies	3
2	Chapter 2 End User Analysis: Segmenting and Targeting	3
3	Chapter 4 Make or Buy Channel Analysis	3
4	Chapter 4 Make or Buy Channel Analysis	3

5	Chapter 5 Designing Channel Structures and Strategies.	3
6	Chapter 5 Designing Channel Structures and Strategies.	3
7	Chapter 6 Retailing Structures and Strategies	3
8	Chapter 7 Wholesaling Structures and Strategies	3
9	Chapter 8 Franchising Structures and Strategies	3
10	Chapter 10 Managing Channel Power	3
11	Chapter 11 Managing Channel Conflict	3
12	Chapter 12 Managing Channel Relationship	3
13	Project report/Assignment submission and presentation	3
14	Course wrap up	3
15	Exam preparation week	3
Total		45

D. Teaching and Assessment

1. Alignment of Course Learning Outcomes with Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Teaching Strategies	Assessment Methods
1.0	Knowledge		
1.1	Knowledge	Lecture instruction In class discussions Videos Weblinks	Major and Final Exams
2.0	Skills		
2.1	Cognitive Skills	Lecture instruction Group assignments Presentation In class discussions Video cases discussions Cases	Assignments, Case Studies, Exams, Project
2.2	Interpersonal Skills & Responsibility	Lecture instruction Group assignments Presentation In class discussions Video cases discussions Cases	Presentations and project report
...			
3.0	Competence		
3.1		Individual Presentation, Project report	Project report and Presentation

2. Assessment Tasks for Students

#	Assessment task*	Week Due	Percentage of Total Assessment Score
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#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	First major exam	(Week 5)	20%
2	Second major exam	(Week 10)	20%
3	Group project	(Week 12)	10%
5	Presentation	(Week 13)	5%
6	Final exam		40%
	Total		100

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Student Academic Counseling and Support

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice :

Arrangements for availability of faculty and teaching staff for individual student consultations and academic advice. (include amount of time teaching staff are expected to be available each week)

Students can meet the instructor for consultation and academic advise as below:

Due to Covid 19 students may take appointments for online meetings, and if needed physical meetings as well.

Students can contact the instructor as below:

Email: dfakhri@psu.edu.sa; Office number: Building 101/Room W323

F. Learning Resources and Facilities

1. Learning Resources

Required Textbooks	Palmatier, R. W., Stern, L. W., & El-Ansary, A. I. (2016). Marketing Channel Strategy: An Omni-channel Approach. Routledge.
Essential References Materials	<i>Palmatier R.W., Stern L.W and El Ansary A. I. Marketing Channel Strategy, 8th Edition Global Edition Pearson, 2015</i>
Electronic Materials	Journal of retailing, Journal of marketing channel Moodle (https://wlms.psu.edu.sa/) and YouTube for course materials
Other Learning Materials	The instructor may provide some relevant materials.

2. Facilities Required

Item	Resources
Accommodation (Classrooms, laboratories, demonstration rooms/labs, etc.)	Google meet, LMS Moodle, Edugate
Technology Resources (AV, data show, Smart Board, software, etc.)	Computer MOODLE system

Item	Resources
Other Resources (Specify, e.g. if specific laboratory equipment is required, list requirements or attach a list)	NA

G. Course Quality Evaluation

Evaluation Areas/Issues	Evaluators	Evaluation Methods
Strategies for Obtaining Student Feedback on Effectiveness of Teaching	Student	Course Evaluation Survey (CES)
Evaluation of Teaching by the Instructor or by the Department Classroom observation	Department chair	Classroom observation
Describe the planning arrangements for periodically reviewing course effectiveness and planning for improvement.	Course curriculum committee	Course review

Evaluation areas (e.g., Effectiveness of teaching and assessment, Extent of achievement of course learning outcomes, Quality of learning resources, etc.)

Evaluators (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

H. Specification Approval Data

Council / Committee	
Reference No.	
Date	