

COURSE FILE SUMMARY

COURSE INFORMATION

College / Institute / Centre	Of Management & Technology	Department	Marketing&International business
Programme Title	Bachelor of Business Administration	Programme Code	
Course Title	Management of Distribution	Course Code	EA417
# Hours	-----2----- Lecture	-----2----- Lab / Tutorial	-----3----- Credit
Pre Requisites :			
Consumer behavior EA315			

COURSE DESCRIPTION

Providing an overall understanding of distribution channel management and its implications on marketing strategy, function and mix

COURSE OBJECTIVES

Students should be able to identify the importance of channel management and its impact and role on marketing decisions and managers

STAFF REQUIREMENTS

	Qualifications	Special Skills	Number
Lectures	Ph.D in Marketing	Interpersonal skills computer skills	
Tutorials	MBA major Marketing	Interpersonal skills computer skills	
Laboratories / Workshops			

LECTURE SCHEDULE			
Lecture			Description
#	Week	Hrs	
1	1	2	Marketing channels: structure and functions
2	...2...	2	An analytical framework for channel design and implementation
3	...3...	2	Segmentation for marketing channel design : service outputs
4	...4...	2	Segmentation for marketing channel design : service outputs
5	...5...	2	Supply side channel analysis: channel flows and efficiency analysis
6	...6...	2	Supply side channel analysis: channel structure and membership issues
7	...7...	2	7 th week exam
8	...8...	2	Channel power: Getting it, using it, keeping it
9	9	2	Channel power: Getting it, using it, keeping it
10	10	2	Strategic alliance in distribution
11	11	2	Vertical integration in distribution
12	12	2	Project presentations
13	13	2	Retailing
14	14	2	Wholesaling
15	15	2	Franchising
16	16	2	Final Exam.....

TEXT BOOKS	
Code*	Description
.....	Marketing Channels, Anderson and Stern, el Ansary , sixth edition, Prentice Hall
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READING AND OTHER RESOURCES	
Code*	Description
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TUTORIAL SCHEDULE			
Tutorial			Topic
#	Week	Hrs	
	...1...	2	Page 29, questions 1,2 and 3
2	...2...	2	Page 29 question5
3	...3...	2	Page 64 question 1, a b, c.
4	...4...	2	Page 64, questions no. 4,5
5	...5...	2	Page 103 , questions no. 1, 2 and 4.....
6	...6...	2	Page 149, question no. 6
7	7	2	Solving the 7 th week exam
8	8	2	Page 238, question no. 1, 2 and 3
9	9	2	Page 326 quest: 1,6 ,7.....
10	10	2	Page 326 quest: 1,6 ,7
11	11	2	Page 373 questions 1& 2.....
12	12	2	Case : Unilever distribution channel
13	13	2	Page 474 question no.1&5
14	14	2	Page 515, questions 1, 2, and 5
15	15	2	Page 556, Question 3,4 and 5

LABORATORY WORKSHOP SCHEDULE				
Laboratory				Description
#	Week	Hrs.	Code	
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Computer Usage
Power point presentations.....
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Grading and Assessment Method										
Week #	Points	<i>Written</i>	<i>Oral</i>	<i>Term Paper</i>	<i>Continuous</i>	<i>Thesis</i>				
7	30	30								
12	20			20						
1-15	10				10					
16	40	40								

Prepared by : DR Dalia Farag

Approved by :DR Khaled Hanafy

Designation
 Name
 Sign
 Date

Designation
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 Date

COURSE FORMAT AND METHODOLOGY

Code*	Description
.....	The course will include a combination of a lecture and practical exercises
.....	The course activities includes in class team discussion
.....	The course involves team discussion for solving real applications where students have to apply what they have taken in the course from a practical perspective
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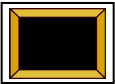
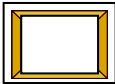






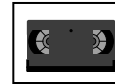
* TB : Text Book RB: Reference Book ST: Standards / Codes LN: Lecture Notes

SUPPLEMENTARY MATERIAL

Code*	Description
.....	Case studies.....
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*PR: Periodical SW: Software VT: Video Tape OS: Overhead Slide MD: Model AC: Audio Cassette

EDUCATIONAL RESOURCES

								
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