



SESSION PLAN

*Lecture / Tutorial / Laboratory / Workshop

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COURSE PARTICULARS	
#:EA417.....	Title: Management of Distribution and Institutions.....

SESSION PARTICULARS		
#:1...	Title: marketing channel structure and functions	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	What is a marketing channel.....
.....	Why are there marketing channels and why do they change
.....	What is the work of the marketing channel
.....	Who belongs to a marketing channel
.....	The importance of a framework for a channel analysis

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COURSE PARTICULARS	
#:EA417.....	Title: Management of Distribution and Institutions.....

SESSION PARTICULARS		
#:2	Title: An analytic framework for channel design and implementation	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Channel design : segmentation
.....	Channel design: positioning
.....	Channel design: targeting
.....	Channel design : establishing new channels or refine existing channels
.....	Channel implementation: identifying power sources
.....	Channel implementation: identifying channel conflict
.....	Channel implementation: the goal of channel coordination
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COURSE PARTICULARS	
#: ...EA417.....	Title: Management of Distribution and Institutions.....

SESSION PARTICULARS		
#:3...	Title: Segmentation for marketing channel design: service outputs	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	End user channel preferences
.....	Service outputs
.....	Trends in end user preferences
.....	Segmenting the market by service outputs demand
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SESSION PARTICULARS

#:4...	Title: Segmentation for marketing channel design: service outputs	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

Outcome Description

#	Outcome Description
.....	Meeting service output demand
.....	The role of service output demand analysis in marketing channel design
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COURSE PARTICULARS	
#:EA417.....	Title: Management of Distribution and Institutions.....

SESSION PARTICULARS		
#: .5.....	Title: supply side channel analysis : channel flow and efficiency analysis	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Channel flows defined
.....	Describing the current channel with the efficiency templates
.....	Using channel flow concepts to design a zero based channel
.....	Matching normative and actual profit shares
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COURSE PARTICULARS

#:EA417.....	Title: Management of Distribution and Institutions.....
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SESSION PARTICULARS

#:6...	Title: supply side channel analysis : channel structure and membership issues	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.....	Who should be in the channel
.....	How many channel member should there be at a given level of the channel
.....	A single channel or dual distribution
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COURSE PARTICULARS	
#:EA417.....	Title: Management of Distribution and Institutions...

SESSION PARTICULARS		
#: .8.....	Title: channel power: getting it, using it, keeping it	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	The nature of power
.....	Power as the mirror image of dependence
.....	Five sources of power
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COURSE PARTICULARS

#:EA417.....	Title: Management of Distribution and Institutions.....
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SESSION PARTICULARS

#:10...	Title: Strategic alliances in distribution	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.....	Define committed relationships in marketing channels
.....	Describe committed relationships in marketing channels
.....	Describe why many channel members don't want committed relationships
.....	Describe how trust is built overtime.....
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#:EA417.....	Title: Management of Distribution and Institutions.....

SESSION PARTICULARS		
#:11...	Title: : vertical integration: owning the channel	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	The costs and benefits of vertical integration in marketing channels
.....	Deciding when to vertically integrate forward: an economic framework
.....	Vertical integration forward when competition is low
.....	Vertical integration to cope with environmental uncertainty
.....	Vertical integration to reduce performance ambiguity
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COURSE PARTICULARS

#:EA417.....	Title: Management of Distribution and Institutions.....
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SESSION PARTICULARS

#:12...	Title: project presentations	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
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.....	Each group should present his project to reflect what they have studied in this course
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#:EA417.....	Title: Management of Distribution and Institutions.....

SESSION PARTICULARS		
#:13...	Title: Retailing	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Types of retail structures
.....	Retail positioning strategies
.....	Power and coordination issues facing retailers
.....	increasing globalization of retailing.....
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#:EA417.....	Title: Management of Distribution and Institutions...
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SESSION PARTICULARS

#:14...	Title: wholesaling	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.....	Distinguish Categories of wholesaling
.....	Describe Nature of an independent wholesaler distributor
.....	Mechanisms of channel members
.....	Explain ways in which wholesaling is altered by e-commerce
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#:EA417.....	Title: Management of Distribution and Institutions.....
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SESSION PARTICULARS

#:15...	Title: Franchising	Hrs: ...2.....
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LEARNING OUTCOMES / ABILITIES GAINED*

#	Outcome Description
.....	Define franchising
.....	Forms of franchising
.....	Essential elements of franchise contracts
.....	Weigh positive and negative features of franchise.....
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#:EA417.....	Title: Management of Distribution and Institutions.....

SESSION PARTICULARS		
#: .16.....	Title: final exam	Hrs: ...2.....

LEARNING OUTCOMES / ABILITIES GAINED*	
#	Outcome Description
.....	Final Exam.....
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