

Course Syllabus

1	Course title	Marketing Channels Management	
2	Course number	1604344	
3	Credit hours	3	
	Contact hours (theory, practical)	Theory	
4	Prerequisites/corequisites	1604201	
5	Program title	Bachelor Degree in Marketing	
6	Program code		
7	Awarding institution	The University of Jordan	
8	School	Business School	
9	Department	Marketing	
10	Course level		
11	Year of study and semester (s)	2022-2023-S1	
12	Other department (s) involved in teaching the course		
13	Main teaching language	English	
14	Delivery method	<input type="checkbox"/> Face to face learning <input type="checkbox"/> Blended <input type="checkbox"/> Fully online	
15	Online platforms(s)	<input type="checkbox"/> Moodle <input type="checkbox"/> Microsoft Teams <input type="checkbox"/> Skype <input type="checkbox"/> Zoom <input type="checkbox"/> Others.....	
16	Issuing/Revision Date		

17 Course Coordinator:

Name: Dr Samer Hamadneh

Contact hours:

Office number: Buliding 2, 1st floor, Business school Phone number:

Email:s.hamadneh@ju.edu.jo

**18 Other instructors:**

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

19 Course Description:

Marketing channels course provides a framework for understanding channel design and activities and its relation to other marketing mix programs.

20 Course aims and outcomes:

A- Aims:

The aim of this course is to provide students with a comprehensive understanding of the main concepts and theories underlying the marketing channel issues.

B- Students Learning Outcomes (SLOs):

Upon successful completion of this course, students will be able to:

1. Critically define and describe the concept of Multichannel marketing and its key challenges
2. Describe the main ideas and concepts in the marketing channels field and apply them in different marketing contexts.
3. Develop and design a marketing channel for a firm to achieve its distribution objectives for its target market(s).
4. Present arguments or conclusions of the designed marketing channels clearly in an appropriate form to the intended audience.

SLOs	SLO (1)	SLO (2)	SLO (3)	SLO (4)
SLOs of the program				
1 Examine current concepts of the Marketing role in business organizations and society and explain the marketing principles in relation to the product, price, promotion and distribution functions.	**	**		
2 Describe the theories and concepts in the field of digital Marketing.		**		
3 Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.				
4 Utilize models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.				
5 Utilize critical thinking and problem solving to analyze business environment and develop marketing strategies based on product, price, place and promotion objectives in different Market segments.			**	**
6 Apply the marketing research process to collect, process, and analyze a range of data in order to provide solutions to marketing problems, and prepare oral presentation to professional standards.			**	
7 Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.	**	**		
8 Work efficiently within teams -to accomplish marketing projects.			**	**



21. Topic Outline and Schedule:

Week	Topic	Intended Learning Outcome	Learning Methods (Face to Face/Blended/ Fully Online)	Platform	Synchronous / Asynchronous Lecturing	Evaluation Methods	Resources
1+2	Chapter 1 Marketing Channel Concepts	Define the marketing channel from a managerial perspective. Realize the impact of the new internet-based technologies in marketing channels. (SLO 1)	Face to face	Moodle And Microso ft Teams	Synchronou s	Exam s and project	
3	Chapter 2: The Channel participants	Identify the main marketing channel participants and determine key tasks performed by them. (SLO 2)					
4+5	Chapter 4: Behavioral Processes in Marketing Channels	Realize that marketing channels can be viewed as a social system as well as an economic system (SLO 2)					
6	Chapter 5 Strategy in Marketing Channels	Understand the meaning of marketing channels strategy. (SLO 2)					

7+8	Chapter 6 Designing Marketing Channels	Understand the sequence of the channel design paradigm and understand the underlying logic of the sequence. (SLO 2)					
	9	Chapter7 Selecting the Channel Members	Understand the importance of selecting the right channel members				
10	Chapter 9 Motivating the channel members	Realize the importance of motivating channels members ensure their cooperation.					
11	Chapter 14 Evaluating Channel member performance	Recognize the importance of evaluating channel member performance					
12	Chapter 15 Electronic marketing Channels	Recognize that electronic marketing channels have become an everyday reality					
13+1 4	Students presentations	(SLO 3+4)					

22 Evaluation Methods:



Opportunities to demonstrate achievement of the SLOs are provided through the following assessment methods and requirements:

Evaluation Activity	Mark	Topic(s)	SLOs	Period (Week)	Platform
Midterm exam	30		1+2	TBC	
Group Project	15		3+4		
Participation	5		1+2		
Final Exam	50		1+2	TBC	

23 Course Requirements

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24 Course Policies:

<p>A- Attendance policies:</p> <p>B- Absences from exams and submitting assignments on time:</p> <p>C- Health and safety procedures:</p> <p>D- Honesty policy regarding cheating, plagiarism, misbehavior:</p> <p>E- Grading policy:</p> <p>F- Available university services that support achievement in the course:</p>
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25 References:

<p>A- Required book(s), assigned reading and audio-visuals:</p> <p>Main textbook:</p>
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- **Main textbook:** Marketing Channels for Bert Rosenbloom, 8th Edition, 2013.

B- Recommended books, materials, and media:

Journal articles to support textbook materials.

26 Additional information:

Name of Course Coordinator: --- <i>Samer Hamadneh</i> Signature: ----Date: 8/10/2022-----
Head of Curriculum Committee/Department: ----- Signature: ----- ---
Head of Department: ----- Signature: ----- -
Head of Curriculum Committee/Faculty: ----- Signature: ----- -
Dean: ----- Signature: -----