



Form: Course Syllabus

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Issue Number and Date	2/3/24/2022/2963 05/12/2022
Number and Date of Revision or Modification	2023/10/15
Deans Council Approval Decision Number	265/2024/24/3/2
The Date of the Deans Council Approval Decision	2024/1/23
Number of Pages	06

1. Course Title	Marketing Channels Management
2. Course Number	1604311
3. Credit Hours (Theory, Practical)	3
3. Contact Hours (Theory, Practical)	Theory
4. Prerequisites/ Corequisites	1604110
5. Program Title	Bachelor Degree in Marketing
6. Program Code	04
7. School/ Center	3
8. Department	Theory
9. Course Level	4
10. Year of Study and Semester (s)	2024/2025 First semester
11. Program Degree	Bachelor
12. Other Department(s) Involved in Teaching the Course	N/A
13. Learning Language	English
14. Learning Types	<input checked="" 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
16. Issuing Date	05/10/2025
17. Revision Date	12/10/2025

18. Course Coordinator:

Name: Dr. Nawras M. Nuusairat	Contact hours: Sun, Tue & Thu 12:30-01:30 PM,
Mon 12:00-1:00 PM	
Office number:	School of Business, Building #4 – Department of Marketing Office
Phone number:	
Email:	n.nusairat@ju.edu.jo



19. Other Instructors:

Name:

Office number:

Phone number:

Email:

Contact hours:

Name:

Office number:

Phone number:

Email:

Contact hours:

20. Course Description:

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

21. Program Intended Learning Outcomes: (To be used in designing the matrix linking the intended learning outcomes of the course with the intended learning outcomes of the program)

1. Identify ethical issues in marketing context and critically discuss ethical reasoning to Marketing and business circumstances.
2. Utilize applicable central models and theories that relate to consumer behavior and marketing in the online and offline to research and analyze contemporary issues in Marketing.
3. 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.



4. 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.
5. Appreciate the global nature of marketing and appropriate measures to operate effectively in international settings.
6. Work efficiently within teams to accomplish marketing projects

21. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

- 1- Recognize the importance of distribution channels as a source of competitive advantage
- 2- Identify the various types of channel participants and the distribution tasks they perform
- 3- Understand the nature and implications of key behavioral process inherent in marketing channels
- 4- Evaluate the role of distribution strategy as a general framework for dealing with the managerial decisions involved in marketing channels.
- 5- Demonstrate a comprehensive familiarity of the steps involved in channel design paradigm
- 6- Discuss the components of the logistics system and how logistic management relates to channel management.

PLO's	*National Qualifications Framework Descriptors*		
	Competency (C)	Skills (B)	Knowledge (A)
1.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4.	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

* Choose only one descriptor for each learning outcome of the program, whether knowledge, skill, or competency.

22. Course Intended Learning Outcomes: (Upon completion of the course, the student will be able to achieve the following intended learning outcomes)

Course ILOs #	The learning levels to be achieved						Competencies
	Remember	Understand	Apply	Analyse	Evaluate	Create	



1.	X						
2.		X					
3.		X					
4.						X	
5.		X					
6.		X					

23. The matrix linking the intended learning outcomes of the course -CLO's with the intended learning outcomes of the program -PLOs:

PLO's * <i>CLO's</i>	1	2	3	4	5	6	Descriptors**		
							A	B	C
1									
2	X	X					X		
3			X	X	X	X		X	
4									
5									
6									

*Linking each course learning outcome (CLO) to only one program outcome (PLO) as specified in the course matrix.

**Descriptors are determined according to the program learning outcome (PLO) that was chosen and according to what was specified in the program learning outcomes matrix in clause (21).

24. Topic Outline and Schedule:



Week	Lecture	Topic	ILLO/s Linked to the Topic	Learning Types (Face to Face/ Blended/ Fully Online)	Platform Used	Synchronous / Asynchronous Lecturing	Evaluation Methods	Learning Resources
1	1.1	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	On campus	Synchronous	Exam Class discussion	Textbook Online resources Lecture
	1.2	Marketing Channel Concepts		Face to Face	On campus	Synchronous		
	1.3	Marketing Channel Concepts		Face to Face	On campus	Synchronous		
2	2.1	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	On campus	Synchronous	Exam Class discussion	Textbook Online resources Lecture
	2.2	Marketing Channel Concepts		Face to Face	On campus	Synchronous		
	2.3	Marketing Channel Concepts		Face to Face	On campus	Synchronous		
3	3.1	The Channel participants	Identify the main marketing channel participants and determine key tasks performed by them. (SLO 2)	Face to Face	On campus	Synchronous	Exam Class discussion	Textbook Online resources Lecture
	3.2	The Channel participants		Face to Face	On campus	Synchronous		
	3.3	The Channel participants		Face to Face	On campus	Synchronous		
4	4.1	The Environment of Marketing Channels	Understand the impact of environment in a marketing channels context & Recognize that unusual economic conditions can have a dramatic	Face to Face	On campus	Synchronous	Exam Class discussion	Textbook Online resources Lecture
	4.2	The Environment of Marketing Channels		Face to Face	On campus	Synchronous		
	4.3	The Environment		Face to Face	On campus	Synchronous		



		of Marketing Channels	impact on marketing channels. (SLO 2)				
5	5.1	Behavioral Processes in Marketing Channels	Realize that marketing channels can be viewed as a social system as well as an economic system (SLO 2)	Face to Face	On campus	Synchronous	
	5.2	Behavioral Processes in Marketing Channels		Face to Face	On campus	Synchronous	
	5.3	Behavioral Processes in Marketing Channels		Face to Face	On campus	Synchronous	
6	6.1	Strategy in Marketing Channels	Understand the meaning of marketing channels strategy. (SLO 2)	Face to Face	On campus	Synchronous	
	6.2	Strategy in Marketing Channels		Face to Face	On campus	Synchronous	
	6.3	Strategy in Marketing Channels		Face to Face	On campus	Synchronous	
7	7.1	Designing Marketing Channels	Understand the sequence of the channel design paradigm and understand the underlying logic of the sequence. (SLO 2)	Face to Face	On campus	Synchronous	
	7.2	Designing Marketing Channels		Face to Face	On campus	Synchronous	
	7.3	Designing Marketing Channels		Face to Face	On campus	Synchronous	
8	8.1	Designing Marketing Channels		Face to Face	On campus	Synchronous	
	8.2	Designing Marketing Channels		Face to Face	On campus	Synchronous	
	8.3	Mid-Term Exam		Face to Face	On campus	Synchronous	
9	9.1	Target Markets and Channel Design Strategy	Realize that any or all of the sub-dimensions of market	Face to Face	On campus	Synchronous	



	9.2	Target Markets and Channel Design Strategy	behavior are subject to change. (SLO 3)	Face to Face	On campus	Synchronous	
				Face to Face	On campus	Synchronous	
10	10.1	Target Markets and Channel Design Strategy		Face to Face	On campus	Synchronous	
	10.2	Target Markets and Channel Design Strategy		Face to Face	On campus	Synchronous	
	10.3	Second exam		Face to Face	On campus	Synchronous	
11	11.1	Promotion through the Marketing Channel	Understanding the pros and cons of the various promotional strategies in the context of gaining channel member support. (SLO 3)	Face to Face	On campus	Synchronous	
	11.2	Promotion through the Marketing Channel		Face to Face	On campus	Synchronous	
	11.3	Promotion through the Marketing Channel		Face to Face	On campus	Synchronous	
12	12.1	Evaluating Channel member performance	Recognize the importance of evaluating channel member performance (SLO 3)	Face to Face	On campus	Synchronous	
	12.2	Evaluating Channel member performance		Face to Face	On campus	Synchronous	
	12.3	Evaluating Channel member performance		Face to Face	On campus	Synchronous	
13	13.1	Electronic marketing Channels		Face to Face	On campus	Synchronous	



	13.2	Electronic marketing Channels	Recognize that electronic marketing channels have become an everyday reality (SLO 2)	Face to Face	On campus	Synchronous	
	13.3	Electronic marketing Channels		Face to Face	On campus	Synchronous	
14	14.1	Electronic marketing Channels		Face to Face	On campus	Synchronous	
	14.2	Electronic marketing Channels		Face to Face	On campus	Synchronous	
	14.3	Electronic marketing Channels		Face to Face	On campus	Synchronous	
15		Final exam		Face to Face	On campus	Synchronous	

25. Evaluation Methods:

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

Evaluation Activity	*Mark wt.	CLO's					
		1	2	3	4	5	6
Mid-term Exam	30%	X	X				
Second Exam –If any	15%			X			
Final Exam	50%		X	X	X	X	X
**Class work	5%						
Projects/reports							
Research working papers							
Field visits							
Practical and clinical							
Performance Completion file							
Presentation/exhibition							



Any other approved works							
Total 100%							

* According to the instructions for granting a Bachelor's degree.

**According to the principles of organizing semester work, tests, examinations, and grades for the bachelor's degree.

Mid-term exam specifications table*

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO/ Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
1	1	1	2	2	3	10	30	10	50%	1
1	1	1	2	2	3	10	30	10	50%	2

Final exam specifications table

No. of questions/ cognitive level						No. of questions per CLO	Total exam mark	Total no. of questions	CLO Weight	CLO no.
Create %10	Evaluate %10	analyse %10	Apply %20	Understand %20	Remember %30					
							-	-	-	1
			1	1	1	3	50%	33	8%	2
		1	1	1	1	4	50%	33	12%	3
		1	1	2	3	7	50%	33	20%	4
		2	2	3	5	12	50%	33	40%	5
		1	1	2	3	7	50%	33	20%	6

26. Course Requirements:

Internet connection, account on Moodle and Microsoft teams



27. Course Policies:

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

28. References:

- A- Required book(s), assigned reading and audio-visuals:
Marketing Channels for Bert Rosenbloom, 8th Edition, 2013.
- B- Recommended books, materials, and media:

29. Additional information:

Name of the Instructor or the Course Coordinator:	Signature:	Date:
.....
Name of the Head of Quality Assurance Committee/ Department	Signature:	Date:
.....
Name of the Head of Department	Signature:	Date:
.....
Name of the Head of Quality Assurance Committee/ School or Center	Signature:	Date:
.....
Name of the Dean or the Director	Signature:	Date:
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