

Course: Distribution and Channel Marketing						
module/course code IAB69017		Student workload X hours 510 Minutes / Week	Credits (ECTS) 4.53 ECTS	Semester 5	Frequency first Semester	Duration X semester(s) 1x / Semester
		Types of Tutorial/Lecture/Response	Contact hours : 150 Minutes / Week		Independent study 360 Minutes / Week	Class size X students 30 students
1	Prerequisites for participation (if applicable) -					
2	Learning outcomes 1. Students are able to use and develop the concept of governance, management, and integrated marketing communications from the company to develop the business/business. 2. Students are able to use economic, social, political, and ethical concepts from marketing communications to developing business ventures by understand the concept of an integrated marketing communication process. 3. Students are able to utilize information technology media in developing business units, conducting assessments and technical analysis of integrated marketing communications. 4. Students are able to communicate and be responsible for policy taken both individually and in groups when reviewing integrated marketing communication case study.					
3	Description: is an elective course in the Business Administration Study Program, Universitas Brawijaya as an effort to develop student potential in developing business/business, as well as understanding business ethics and law, and analyzing company valuation.					
4	Subject aims/Content 1. Overview of IMC 2. Brands and IMC 3. Companies and IMC 4. Marketing Communications Ethics 5. Traditional Advertising 6. Traditional Promotion 7. The Changing Marketing Communications Environment 8. New Media and other IMC options 9. Direct Marketing and Channels Marketing 10. Message Processing 11. Creative Execution 12. Planning Considerations 13. The IMC Planning Process					

	14. Finalizing and Implementing the IMC Plan
5	Teaching methods <ol style="list-style-type: none"> 1. Lectures 2. Discussions 3. Group Works
6	Assessment methods <ol style="list-style-type: none"> 1. Task 2. Mid-Term Exam 3. Final-Term Exam 4. Quiz
7	Other information e.g. bibliographical references <ol style="list-style-type: none"> 1. Altman, E. I., Hotchkiss, E., & Wang, W. (2019). <i>Corporate financial distress, restructuring, and bankruptcy: analyze leveraged finance, distressed debt, and bankruptcy</i>. John Wiley & Sons. 2. Nugroho, S. A., & SH, M. (2018). <i>Hukum Kepailitan Di Indonesia: Dalam Teori dan Praktik Serta Penerapan Hukumnya</i>. Kencana. 3. Adriaanse, J., & Van der Rest, J. P. (Eds.). (2017). <i>Turnaround Management and Bankruptcy: A Research Companion</i> (Vol. 69). Taylor & Francis. 4. Gaughan, P. A. (2010). <i>Mergers, acquisitions, and corporate restructurings</i>. John Wiley & Sons. 5. Ratner, I., Stein, G. T., & Weitnauer, J. C. (2009). <i>Business valuation and bankruptcy</i> (Vol. 521). John Wiley & Sons. 6. PERPU No. 1 Tahun 1998. <i>Perubahan Atas Undang-Undang</i> 7. UU No. 37 Tahun 2004. <i>Kepailitan Dan Penundaan Kewajiban Pembayaran Utang</i>