

Name: Distribution and Channel Marketing					
Module/course code: IAB69017	Student workload: 510 Minutes / Week	Credits (ECTS): 4.53 ECTS	Semester 5	Frequency First Semester	Duration 1x / Semester
Types of courses: Tutorial/Lecture/Response		Contact hours: 150 minutes/week	Independent study 360 minutes/week		Class size X students: 30 Students
1	Prerequisites for participation -				
2	<p>Learning outcomes</p> <ol style="list-style-type: none"> 1. Students are able to design, conduct and report scientific studies and develop problem-solving recommendations. 2. Students are able to utilize the most updated information technology media to develop business units. 3. Students are able to utilize and develop the concepts of organizational governance, entrepreneurship and management functions in the context of organizational management and strategic decision making. 4. Understand and analyze marketing channel strategies. 5. Designing marketing channel strategies. 6. Differentiate marketing channel structures and strategies. 7. Managing marketing channel strategy. 				
3	<p>Description:</p> <p>As a continuation of introductory business, marketing management and strategic management courses, this course discusses the structure and strategy of marketing channels that have a significant influence on achieving company goals effectively and efficiently. The description of the strategic design and structure of marketing channels is a trigger for students to understand and analyze strategic steps to win the market through designed marketing channels. The management of marketing channel strategies is also a matter of concern that has an impact on the sustainability of marketing channel strategies to win the market.</p>				
4	Teaching methods: Lectures, Discussions, Group Works				
5	Assessment methods: Task, Mid-Term Exam, Final-Term Exam, Quiz				
6	<p>Other information e.g. bibliographical references:</p> <p>Main reference</p> <ol style="list-style-type: none"> 1. Anne T.Coughlan , Erin Anderson , Lowis W. Stern & Adel I. El-Ansary. Marketing Channel, 7Th Edition . Prentice Hall , 2014. <p>Supporting reference</p> <ol style="list-style-type: none"> 2. Palmatier, R. W., Stern, L. W., & El-Ansary, A. I. (2015). Marketing channel strategy. 8th, global ed. 3. Palmatier, R. W., Sivadas, E., Stern, L. W., & El-Ansary, A. I. (2019). <i>Marketing channel strategy: An omni-channel approach</i>. Routledge. 4. Rahimah, A., & Hikmah, M. (2023). <i>Strategi Saluran Pemasaran</i>. Universitas Brawijaya Press. 5. Shareef, M. A., Dwivedi, Y. K., Kumar, V., Shareef, M. A., Dwivedi, Y. K., & Kumar, V. (2016). <i>Mobile marketing channel</i> (pp. 25-45). Springer International Publishing. 				