



AYDIN ADNAN MENDERES UNIVERSITY COURSE INFORMATION FORM

Course Title		Distribution Channels Management							
Course Code		LYM505		Course Level		Second Cycle (Master's Degree)			
ECTS Credit	5	Workload	127 (<i>Hours</i>)	Theory	3	Practice	0	Laboratory	0
Objectives of the Course		Aim of the course is to teach the structure, management, design and partners of the distribution channels within a logistics and supply chain management perspective.							
Course Content		This course examines the strategic issues regarding distribution channels management. Emphasis will be on distribution channels management (its structure, design, the benefit it provides for supply chain management, the strategic decisions of distribution channels management, the conflict and power issues in the channels, etc.) within a logistics and supply chain management perspective. Furthermore, besides the main players in distribution channels, wholesalers and retailers, the roles of other important players will be examined.							
Work Placement		N/A							
Planned Learning Activities and Teaching Methods				Explanation (Presentation), Discussion, Individual Study					
Name of Lecturer(s)									

Assessment Methods and Criteria

Method	Quantity	Percentage (%)
Midterm Examination	1	40
Final Examination	1	60

Recommended or Required Reading

1	Distribution Channels: Understanding and Managing Channels to Market. Julian Dent, 2008, by Kogan Page, London/UK and Philadelphia/USA, ISBN 978-0-7494-5256-8
2	The Handbook of Logistics and Distribution Management. 4th Edition. 2010, Edited by Alan Rushton, Phil Croucher and Peter Baker. Kogan Page, London/UK and Philadelphia/USA

Week	Weekly Detailed Course Contents	
1	Theoretical	Syllabus & Introduction
2	Theoretical	The Structure and Characteristics of Distribution Channels
3	Theoretical	Establishing Marketing Channel Strategy
4	Theoretical	Distribution Network Design Decision Steps
5	Theoretical	Segmentation, Targeting and Positioning for Marketing Channels
6	Theoretical	Retailing, Wholesaling and Franchising
7	Theoretical	Case Application
8	Theoretical	Marketing Channel Theories
9	Intermediate Exam	Midterms
10	Intermediate Exam	Midterms
11	Theoretical	Channel Power & Conflict Management
12	Theoretical	Channel Power & Conflict Management
13	Theoretical	Case Application
14	Theoretical	New Trends in Distribution Channels and Digital Era
15	Theoretical	Project Presentations
16	Final Exam	Finals

Workload Calculation

Activity	Quantity	Preparation	Duration	Total Workload
Lecture - Theory	13	0	3	39
Individual Work	13	0	2	26
Midterm Examination	1	25	1	26



Final Examination	1	35	1	36
Total Workload (Hours)				127
[Total Workload (Hours) / 25*] = ECTS				5
*25 hour workload is accepted as 1 ECTS				

Learning Outcomes

1	Student will be able to identify how distribution channels impact company profitability.
2	Students will have basic information about distribution channels.
3	Students will able to establish an effective distribution channel.
4	Students will able to grasp the problems regarding power issues and conflict in distribution channels.
5	Students will be able to understand Distribution Channel Varieties

Programme Outcomes (Logistics Management Interdisciplinary Master)

1	Being able to contribute to the institution the participant works for and the logistics sector by the use of the knowledge and abilities gained during the education period; and manage change in the institution and the sector;
2	Reaching a competency about contemporary business and technology applications in the area of logistics and supply chain management and analysis and strategy development methods;
3	Being able to create opportunities by combining supply chain management with information technologies and innovative processes by the use of the interdisciplinary courses the participants take;
4	Having the ability to develop creative solutions by working on global logistics and supply chain subjects and realizing these by the use of their project management knowledge;
5	Having the knowledge, abilities and capabilities required for effective logistics and supply chain management by the use of a problem and case analysis based learning;
6	Being able to examine logistics and supply chain processes with the management science viewpoint, analyze related concepts and ideas by scientific methods;
7	If continuing to work in the academia, having the necessary information on logistics applications; if continuing to work in the sector, having the necessary knowledge on conceptual subjects;
8	Being able to specify appropriate research questions about his/her research area, conduct an effective research with the use of necessary methods and apply the research outcomes in the sector or the academia;
9	Being able to follow the changes and developments in the sector the participant works in, in order to keep his/her personal and professional competence updated and develop himself/herself when necessary;
10	Have the necessary capabilities to pursue doctoral studies in national and foreign institutions

Contribution of Learning Outcomes to Programme Outcomes 1:Very Low, 2:Low, 3:Medium, 4:High, 5:Very High

	L1	L2	L3	L4	L5
P1		3			
P2	4	2	4	4	4
P3	2	2	5	2	2
P4	2	1	2	2	3
P5	1	3	1	1	2
P6	2	2	3	5	1
P7	2	2	2	4	5
P8		5	2	3	5
P9	3	4	2	1	2
P10	2	2	1	3	3

