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| **Approved Date:** |  | **Philadelphia University** |
| **Issue:** | **Faculty:** Business |
| **Credit Hours:** 3 hours | **Department:** Business Administration |
| **Degree:** Bachelor | **Course Syllabus** | **Academic Year:** 2024/2025 |

**Course Information**

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| --- | --- | --- | --- | --- | --- |
| **Prerequisite** | | **Course Title** | | **Course No.** | |
| **0330230** | | **Distribution Channels Online** | | **0352334** | |
| **Room No.** | **Class Time** | | **Course Type** | |
| **306** | **11:15-12:05**  **Sun, Tue** | | University Requirement  Faculty Requirement  Major Requirement  Elective  Compulsory | |
| **Hours No.\*** | | | **Course Level\*** | | |
| **90** | | | * 6th  7th  8th  9th | |

**Instructor Information**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **E-mail** | **Office Hours** | **Phone No.** | **Office No.** | **Name** |
| malrwashdeh@philadelphia.edu.jo | Sun, Tue  12:30-12:40 pm | 2303 | 42322 | Dr. Muneer Alrwashdeh |

**Course Delivery Method**

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| --- | --- | --- | --- |
| **Blended Online Physical** | | | |
| **Learning Model** | | | |
| **Physical** | **Asynchronous** | **Synchronous** | **Percentage** |
| **%70** | **30%** | **--** |

**Course Description**

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| This course provides an in-depth understanding of marketing channels as a strategic tool for gaining a competitive advantage. Topics include marketing channel design, management, logistics, multi-channel strategies, electronic marketing channels, franchise marketing, international channel perspectives, and evaluating channel member performance. The course integrates theoretical concepts with real-world applications and case studies. |

**Course Learning Outcomes**

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| --- | --- | --- |
| **Corresponding Program Outcomes** | **Outcome** | **Number** |
| **Knowledge** | | |
| **Kp1** | Define marketing channels and their role in the marketing mix. | **K1** |
| **Kp3** | Identify and analyze key participants in the marketing channel system. | **K2** |
| **Kp4** | Examine the role of logistics, pricing, and promotional strategies in channel management and impact of digital and electronic marketing channels. | **K3** |
| **Skills** | | |
| **Sp1** | Utilizing critical thinking skills to managerial decision-making and effectively addressing workforce challenges and operational issues within online distribution channels. | **S1** |
| **Competencies** | | |
| **Cp3** | Demonstrate proficiency in collaborating with others and leading individuals and teams to successfully execute organizational projects within the context of online distribution channels. | **C1** |

**Learning Resources**

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| --- | --- |
| * W. Palmatier, Eugene Sivadas, Louis W. Stern, and Adel I. (2020). Marketing Channel Strategy- An Omni-Channel Approach (9th Edition). El-Ansary publishing. | **Course Textbook** |
| * Julian Dent. (2020). Technology Distribution Channels: Understanding and Managing Channels to Market (1st Edition). S Kogan Page publishing. * David Jobber and Fiona Ellis-Chadwick (First Edition). (2019). Principles and Practice of Marketing.‏ McGraw-Hill Education * د. زكريا عزام، عبد الباسط حسونة ومصطفى الشيخ. (2022). مبادئ التسويق الحديث. النسخة (**الثالثة عشرة**).‏ دار المسيرة للنشر. * . د. اياد خنفر، د. احمد الزامل ورائد الغرابات‏. (2018). مبادئ التسويق. النسخة (**الثانية**).‏ دار وائل للنشر. | **Supporting References** |
| [www.ebsco.com](http://www.ebsco.com)  <http://library.philadelphia.edu.jo/ST_EN.htm>  <https://bit.ly/3vblsIH> (APA7 Referencing) | **Supporting Websites** |
| **Classroom**  **laboratory Learning Platform Other** | **Teaching Environment** |

**Meetings and Subjects Time Table**

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| --- | --- | --- | --- | --- |
| **Learning Material** | **Task** | **Learning Method\*** | **Topic** | **Week** |
| * Syllabus | * Introduce the instructor * Meet students * Class ground rules * Syllabus introduction | Orientation | **Course introduction** | **1** |
| * Chapter 1 | * Read * Chapter * Discussions * Video | * Lecture * Collaborative learning | **Marketing Channel Concepts:**   * The Multi-Channel Challenge. * The Marketing Channel Defined. | **2** |
| * Chapter1 * (Supporting material 1) | * Read Chapter * Mind mapping and Brainstorming | * Lecture * Flipped class | **Marketing Channel Concepts:**   * Specialization and Division of Labor. * Contactual Efficiency. | **3** |
| * Chapter 2 * (Supporting material 1) | * Read Chapter * Group Discussion * Homework 1 | * Lecture * Collaborative learning | **The Channel Participants:**   * Producers and Manufacturers. * Intermediaries | **4** |
| * Chapter 2. b * (Supporting material 1) | * Read Chapter * Discussion * Mind mapping and Brainstorming | * Lecture * Problem-solving based learning. | **The Channel Participants:**   * Facilitating Agencies | **5** |
| * Chapter 3 | * Read * Chapter * Discussions * Video | * Lecture * Collaborative learning | **Strategy in Marketing Channels:**   * Marketing Channel Strategy and the Role of Distribution in Corporate Objectives and Strategy. * Marketing Channel Strategy and the Marketing Mix. | **6** |
| * Chapter 3 * (Supporting material 1) | * Read Chapter * Group Discussion | * Lecture * Collaborative learning | **Strategy in Marketing Channels:**   * Channel Strategy and Designing Marketing Channels. * Channel Strategy and the Selection of Channel Members. | **7** |
| * Chapter 4 | * Read Chapter * Mind mapping and Brainstorming | * Lecture * Flipped class | **Designing Marketing Channels:**   * A Paradigm of the Channel Design Decision. * Phase 1: Recognizing the Need for a Channel Design Decision * Phase 2: Setting and Coordinating Distribution Objectives | **8.a** |
| **Mid-term Exam** | | | | **8.b** |
| * Chapter 4 | * Read chapter * Discussion * Quiz | * Lecture * Flipped class | **Designing Marketing Channels:**   * Phase 4: Developing Possible Alternative Channel Structures | **9** |
| * Chapter 5 * (Supporting material 1) | * Read chapter * Group Discussion | * Lecture * Collaborative learning | **Selecting the Channel Members:**   * Channel Member Selection and Channel Design. * The Selection Process. | **10** |
| * Chapter 5 | * Read chapter * Mind mapping and Brainstorming | * Lecture * Problem solving based | **Selecting the Channel Members:**   * Finding Prospective Channel Member * Applying Selection Criteria * Securing the Channel Members | **11** |
| * Chapter 6 * Students’ research | * Read chapter * In-class group work * Video and discussions | * Lecture * Flipped class | **Promotion through the Marketing Channel:**   * Basic Push Promotion Strategies in Marketing Channels. * Kinder and Gentler” Push Promotion Strategies in Marketing Channels. | **12** |
| * Chapter 6 | * Read chapter * Video and discussions | * Lecture * Collaborative learning | **Electronic Marketing Channels.:**   * Electronic Marketing Channels Defined * Structure of Electronic Marketing Channels | **13** |
| project-based learning | * Presentations | * Project-based learning | * Group Presentation | **14** |
| project-based learning | * Presentations | * Project-based learning | * Group Presentation | **15** |
| **Final Exam** | | | | **16** |

\*Includes: lecture, flipped Class, project-based learning, problem solving based learning, collaboration learning.

**Course Contributing to Learner Skill Development**

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| **Using Technology** |
| * Students will use several offline software (i.e Microsoft Office) or online software (i.e Prezi and Google Slides) to deliver their presentations. * Students will use the internet search engines to capture needed data and information to perform their assignments. * Students will use the electronic email for submitting the required documents. |
| **Communication Skills** |
| * Students will develop their verbal and nonverbal communication skills by participating in classroom activities, group work, and presentations. * Students will use creative and critical thinking while participating in classroom discussions, solving issues, and performing various assignments. |
| **Application of Concept Learnt** |
| * Students will reflect on the acquired knowledge of marketing concepts, principles, and models using adult learning methods (i.e Experiential and project-based learning) |

**Assessment Methods and Grade Distribution**

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| **Course Outcomes**  **to be Assessed** | **Assessment Time**  **(Week No.)** | **Grade** | **Assessment Methods** |
| **K1,K3** | **8th week** | **30 %** | **Mid Term Exam** |
| **K3, S1** | **Continuous**  Homework 1 (10%)  Short quiz  (10%)  Presentation  (10%) | **30 %** | **Term Works\*** |
| **K1,K3,K4, S1, C1** | **16th week** | **40 %** | **Final Exam** |
|  |  | **100%** | **Total** |

\* Include: quizzes, in-class and out of class assignment, presentations, reports,

videotaped assignment, group or individual project.

**Alignment of Course Outcomes with Learning and Assessment Methods**

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| --- | --- | --- | --- |
| **Assessment Method\*\*** | **Learning Method\*** | **Learning Outcomes** | **Number** |
| **Knowledge** | | | |
| * In-class Activities * Presentation * Assignment | * Lecture * Collaborative learning * Flipped class | Define a Marketing Channel. | **K1** |
| * Exam * In-class Activities | * Lecture * Collaborative learning * Problem solving based learning. | Describe the relation between power and dependence and distinguish five sources of power. | **K2** |
| * In-class Activities * Presentation * Assignment | * Lecture * Collaborative learning * Flipped class | Examine the role of logistics, pricing, and promotional strategies in channel management and impact of digital and electronic marketing channels. | **K3** |
| **Skills** | | | |
| * Exam * In-class activities * Presentation * Group Assignment | * Collaborative learning * Project based learning | Utilizing critical thinking skills to managerial decision-making and effectively addressing workforce challenges and operational issues within online distribution channels. | **S1** |
| **Competencies** | | | |
| * In-class activities * Presentation * Group Assignment | * Flipped class * Project based learning | Demonstrate proficiency in collaborating with others and leading individuals and teams to successfully execute organizational projects within the context of online distribution channels. | **C1** |

\*Include: lecture, flipped class, project based learning, problem solving based learning, collaboration learning.

\*\* Include: quizzes, in-class and out of class assignments, presentations, reports, videotaped assignments, group or individual projects.

**Course Polices**

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| **Policy Requirements** | **Policy** |
| The minimum pass for the course is (50%) and the minimum final mark is (35%). | **Passing Grade** |
| * Anyone absent from a declared semester exam without a sick or compulsive excuse accepted by the dean of the college that proposes the course, a zero mark shall be placed on that exam and calculated in his final mark. * Anyone absents from a declared semester exam with a sick or compulsive excuse accepted by the dean of the college that proposes the course must submit proof of his excuse within a week from the date of the excuse’s disappearance, and in this case, the subject teacher must hold a compensation exam for the student. * Anyone absents from a final exam with a sick excuse or a compulsive excuse accepted by the dean of the college that proposes the material must submit proof of his excuse within three days from the date of holding that exam. | **Missing Exams** |
| The student is not allowed to be absent more than (15%) of the total hours prescribed for the course, which equates to six lecture days (n t) and seven lectures (days). If the student misses more than (15%) of the total hours prescribed for the course without a satisfactory or compulsive excuse accepted by the dean of the faculty, he is prohibited from taking the final exam and his result in that subject is considered (zero), but if the absence is due to illness or a compulsive excuse accepted by the dean of the college that the article is introduced, it is considered withdrawn from that article, and the provisions of withdrawal shall apply to it. | **Attendance** |
| Philadelphia University pays special attention to the issue of academic integrity, and the penalties stipulated in the university's instructions are applied to those who are proven to have committed an act that violates academic integrity, such as cheating, plagiarism (academic theft), collusion, intellectual property rights. | **Academic Integrity** |

**Program Learning Outcomes to be Assessed in this Course**

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| --- | --- | --- | --- | --- |
| **Targeted Performance level** | **Assessment Method** | **Course Title** | **Learning Outcome** | **Number** |
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**Description of Program learning Outcomes Assessment Method**

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| **Detailed Description of Assessment** | **Number** |
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**Assessment Rubric of the Program Learning Outcomes**

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