Course

Distribution and Communication Policy

Lecturer	Duration	ECTS/Credit Points
Dr. Ruth Areli García León r-a.garcia-leon@ostfalia.de	2 SWS (= 90 minutes class per week)	3
Course Character	**Semester**	**Course Language**
Elective Course	Fall Semester	English

Prerequisites
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Description of the Course
In this course, the students will be able to understand and apply, in a real context, the research and planning process of developing a distribution and communication strategy.

Course Components

a. **Readings.** Some readings (cases or articles) about Distribution and Communication Policy will be assigned to the students. These readings will be discussed later in class.

b. **Attendance and participation**: Attendance and participation in class are strongly recommended. It is important to apply the knowledge acquired during the past classes in order to comment on the readings in student groups. Attendance and participation will help students better understand the course material.

c. **Exam**: The exam will be held during the examination period at the end of the semester. The date will be determined by the examination board. The time allowed is 90 minutes. The exam will be based on the materials given by the professor and discussed in class. It may include multiple choice questions and true or false statements, short case studies, etc. The exam contributes to 100% of the final grade for the course. In order to receive a passing grade for the course, students must obtain at least 50% of the total points possible.

Preparation For and Participation in Class
Although continuous participation is expected, it is important for students to do the assigned readings so that they can actively take part in the class discussion.

Course Outline

1. Distribution and Marketing Channels
1.1 Structure and Functions
1.2 The Work of the Marketing Channels
1.3 Members of a Marketing Channel

2. A Framework for Marketing Channels
2.1 Channel Design
2.2 Channel Implementation

3. Channel Institutions

3.1 Retailing

3.2 Wholesaling

3.3 Franchising

4. The Integrated Marketing Communications in the Marketing Process

4.1 The Integrated Marketing Communications

4.2 IMC and the Marketing Process

4.3 Target Audiences Identification

5. Integrated Marketing Communications Objectives

5.1 Marketing vs Communication Objectives

5.2 Sales vs Communications Objectives

6. Media Planning and Strategy

6.1 Media Plan

6.2 Media Objectives

6.3 Media Strategies

6.4 Media Mix

6.5 Measuring the Effectiveness of the Promotional Program

References

The seminar is based primarily on the following references:

Pelton, L.; Cooper, M.; Strutton, D.,	Marketing Channels: Managing Supply Chain Relationships. McGraw-Hill 2004.
Rosenbloom, B.	Marketing Channels: a Management View. Cengage Learning 2013.
Duncan, T.	Principles of advertising & IMC. McGraw-Hill 2005.
Parente, D.	Advertising Campaign Strategy: A Guide to Marketing Communication Plans. 2004.
Rossiter & Percy.	Advertising, Communications & Promotion Management. McGraw-Hill 1997.

The seminar is also based on the following references:

Arikan, A.	Multichannel Marketing: Metrics and Methods for On and Offline Success. Wiley 2008.
Pricken, M.	Creative Advertising: Ideas and Techniques from the World´s best Campaigns. Thames and Hudson 2004.
Keller, K.L.	Strategic Brand Management. Building, Measuring, and Managing Brand Equity. Prentice Hall 2004.
Arens, W.	Contemporary Advertising. McGraw-Hill 2004.
Jewler & Drewniany.	Creative Strategy in Advertising. Thompson 2005.

Bringham, Gomes & Knowles.	Business Marketing. McGraw-Hill 2005.

Important Note:

The above outline is tentative and can be modified. This outline is only designed to give students an idea of the topics and the rate at which they will be covered. Some of the above topics will be covered in greater detail than others. The relative importance of each topic will be indicated in class.