

Subject SYLLABUS

Basic information	
Academic Unit:	Faculty of Economics - Marketing
Subject:	Distribution Channels
Degree:	Bachelor
Status of subject:	Obligatory
Year:	-II-
Hours per week:	2
Credits – ECTS:	5
Building:	Faculty of Economics
Professor:	Dr.sc.Visar Rrustemi
Contact information:	+ 377 44 18 99 18 ; +386 49 507 624
Content:	The characteristics of distribution channels, the development of channels, the importance of distribution channels, activities of channels, different kinds of channels, cost/benefits use of distribution channels, criteria's of determining channels and designing the best distribution channels.
Aims and Results:	The major objectives of the course are to prepare students to develop knowledge about distribution channels theories and make use of them in knowing to build the shortest way from producer to consumer. More specifically the course is designed to prepare students in understanding cost/benefit use of distribution channels and create a competitive advantage for business by staying close to customers.

Link between theory and practise			
Activity	Hours	Days/Week	Total
Lectures	2	15	30
Theoretical Exercises			
Practical activities			
Consultation with the professor	1	10	10
Field reserach			
Seminars			
Homework	2	15	30
Studying time	2	15	30
Final preparation for exam			25
Time evaluation			
Projects & Presentations			
Total			125
Teaching Methods:			
	<p>On each class will be delivered a lecture discussing main theories. Students participating in this course are expected to be actively involved in seminars and tutorials in which have to discuss essay type questions. In addition, each student has to prepare one topic related to building by their own a distribution channel reflecting their understanding and criticism to current state of literature.</p>		
Evaluation and Assessment			
	<p>The student assessment is threefold; class participation in lectures and seminars (10%), successful preparation of essay questions for discussion and term paper (50%), and final exam (40%).</p>		
Literature			
Basic literature:	<p>a) Jakupi, A & Reshidi, N; b) Philip Kotler: Distribution Channels</p>		
Other literature:	<p>Philip Kotler & Gary Armstrong; Fundamentals of</p>		

Detailed plan of teaching:	
Weeks	Presentation of syllabus
<i>Week: 1</i>	
<i>Week: 2</i>	Basic distribution channels
<i>Week: 3</i>	Functions of distribution channels
<i>Week: 4</i>	Organisation of distribution processes
<i>Week: 5</i>	Design of distribution channels
<i>Week: 6</i>	Types of distribution channels
<i>Week: 7</i>	Objectives of channels
<i>Week: 8</i>	Identification of alternatives
<i>Week: 9</i>	Evaluation of alternatives
<i>Week: 10</i>	Behaviours of channel members
<i>Week: 11</i>	Marketing Logistics
<i>Week: 12</i>	Functions of Logistics
<i>Week: 13</i>	Presentation
<i>Week: 14</i>	Presentation
<i>Week: 15</i>	Presentation

Academis policies and behavioral rules:

Statute of Prishtina University

Article. 155

Rights of students:

1. Attending all lectures and participating in the fieldwork with their colleagues.

Article. 156

Obligation of students:

1. To follow the rules of UP.
2. To respect the rules of teachers and other university personnel.
3. To respect the schedules of lectures and activities.
4. To have behave accordingly within and outside of University campus.