

COURSE DETAIL

DISTRIBUTION CHANNEL MANAGEMENT

Country

Thailand

Host Institution

Thammasat University

Program(s)

Thammasat University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

118

UCEAP Course Suffix**UCEAP Official Title**

DISTRIBUTION CHANNEL MANAGEMENT

UCEAP Transcript Title

DISTR CHANNEL MGMT

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

The central theme of the course is distribution channel systems for traditional and modern trade, their roles, management constraints, and integration into the marketing strategy. The content includes analysis of dynamic market factors, design and distribution of channels for effective and efficient management distribution networks, and strategic deployment of multi-channel marketing and omnichannel decisions to gain competitive advantages. The course also covers the roles, behavior of channel members, dimensions of channel power, management of channel conflict, channel incentive programs, coordination of channel relationships, and trade marketing, developing, controlling, and evaluating a distribution channel in consumer and business markets.

Language(s) of Instruction

English

Host Institution Course Number

MK 316

Host Institution Course Title

DISTRIBUTION CHANNEL MANAGEMENT

Host Institution Course Details

https://oia.tu.ac.th/wp-content/uploads/2025/03/Course-Offering_BBA-1.pdf

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Business

Course Last Reviewed

2025-2026

[Print](#)