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

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