

Syrian Arab Republic	 الجامعة الافتراضية السورية SYRIAN VIRTUAL UNIVERSITY	الجمهورية العربية السورية
Ministry of Higher Education		وزارة التعليم العالي
Syrian Virtual University		الجامعة الافتراضية السورية

Course Description: Pricing and Distribution

1- Basic Information:

Course Name	Pricing and Distribution
Course ID	BMK606
Contact Hours (Registered Sessions)	24
Contact Hours (Synchronized Sessions)	24
Mid Term Exam	-
Exam	75 min
Registered Sessions Work Load	48
Synchronized Session Work Load	18
Credit Hours	5
Course level	6

2- Pre-Requisites:

Course	ID
Consumer Behavior	BMK502

3- Course General Objectives:

The course deals with the concept, price and pricing through the different stages of product life, the behavioral bases of pricing management, methods of price discrimination, and how to display the price within the store. It also reviews the types of distribution channels and how to design and manage these channels. The course also focuses on the importance of retailing and how to choose the store location and how to design and organize the store.

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4- Intended Learning Outcomes (ILO):

Code	Intended Learning Outcomes
ILO1	Explain the concept of price and determine the pricing methods and factors affecting it.
ILO2	Examine the psychological and behavioral effects of price and analyze pricing policies through the product life cycle and methods of price discrimination.
ILO3	Define distribution channels and explain their importance and components.
ILO4	Describe the stages of channel design decision and argue how to manage them
ILO5	Deduce the value added by the retailer, analyze factors affecting the choice of store location, and evaluate and develop the store design.
ILO6	Propose pricing methods for the product inside the retail store.

5- Course Syllabus (24 hours of total Recorded Sessions, 24 hours of total synchronized sessions)

RS: Recorded Sessions; **SS:** Synchronized Sessions;

ILO	Course Syllabus	RS	SS	Type	Additional Notes
ILO1	Chapter 1: Price Concept and Pricing Objectives	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...
ILO1	Chapter 2: Pricing Methods	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...

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ILO2	Chapter 3: Psychological and behavioral effects of price	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...
ILO1 ILO2	Chapter 4: Pricing over the product life-cycle	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...
ILO1 ILO2	Chapter 5: Price discrimination	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...
ILO3	Chapter 6: Introduction to Distribution Channels	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...
ILO4	Chapter 7: Designing Marketing Channels	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...
ILO4	Chapter 8: Managing the Marketing Channels	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...
ILO5	Chapter 9: Retailing	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> <u>Assignments</u> <input type="checkbox"/> Seminars <input type="checkbox"/> Projects	An assignment which may focus on a store: How to display and price

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				<input type="checkbox"/> Practices <input type="checkbox"/> Others	its products, its design and image ...
ILO5	Chapter 10: Store Location	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...
ILO5	Chapter 11: Store Design	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...
ILO6	Chapter 12: Pricing in retail stores	2	2	<input type="checkbox"/> Exercises <input type="checkbox"/> Assignments <input type="checkbox"/> Seminars <input type="checkbox"/> Projects <input type="checkbox"/> Practices <input type="checkbox"/> Others	An assignment which may focus on a store: How to display and price its products, its design and image ...

6- Assessment Criteria (Related to ILOs)

ISC	Interactive Synchronized Collaboration	Ex	Exams	Rpt	Reports
PF2F	Presentations and Face-to-Face Assessments	PW	Practice Work		

ILO Code	ILO	Intended Results	Assessment Type				
			ISC	PW	Ex	PF2F	Rpt
ILO1	Explain the concept of price and determine the pricing methods and factors affecting it.	Define the price and determine pricing objectives	X		X		X
		Determine factors affecting price determination	X		X		X
		Discuss and apply pricing methods	X		X		

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ILO2	Examine the psychological and behavioral effects of price and analyze pricing policies through the product life cycle and methods of price discrimination.	Analyze factors affecting consumer perception of price	X		X		X
		Explain the psychological impact of numbers and price ends	X		X		X
		Evaluate the appropriate pricing policy over the product life cycle	X		X		
		Define, present examples, and evaluate the practices of price discrimination	X		X		X
ILO3	Define distribution channels and explain their importance and components.	Review the types and components of distribution channels	X		X		
		Discuss the importance of marketing channels	X		X		X
ILO4	Describe the stages of channel design decision and argue how to manage them	Explain the stages of the channel design decision	X		X		
		Discuss how to select, motivate and evaluate channel members and how to solve conflicts between them	X		X		
ILO5	Deduce the value added by the retailer, analyze factors affecting the choice of store	Explain the importance and added value of retail stores	X		X		X
		Discuss the importance of choosing the right store location and factors affecting it	X		X		X

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	location, and evaluate and develop the store design.	Discuss and evaluate the types and features of the shop interior design	X		X		X
ILO6	Propose pricing methods for the product inside the retail store.	Apply and analyze the methods of setting and changing prices of goods within the store and their effects on customers	X		X		X

7- Practice Tools:

Tool Name	Description
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8- Main References

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9- Additional References

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