

Course Description – Curriculum 2018

Subject: MK316 Distribution Channel Management

Credits: 3

Prerequisite: MK201

Description: A study of distribution channel systems for traditional and modern trade, their roles, constraints on their management, and their integration into marketing strategy. Analysis of dynamic market factors, design and distribution of channels for effective and efficient management distribution networks, and strategic deployment of multi-channel marketing decisions to gain competitive advantages. Focus is on the roles, attitudes, and behavior of channel members, dimensions of channel power, management of channel conflict, channel incentive programs, coordination of channel relationships, and management of indirect channels. Particular attention is paid to the development, control, and evaluation of a distribution channel in both consumer and business markets.