

Faculty of Commerce & Business Administration

Marketing Distribution Channels

Information :

Course Code : MKT 308

Level : Undergraduate

Course Hours : 3.00- Hours

Department : Department of Marketing

Description :

This course aims to introduce current theories and practices in distribution channels management to students. By learning the relevant theoretical frameworks, students will understand the motivations and behavior of channel members and effective ways to manage a firm's relationship with its channel members. Students will also learn how to make informed decisions in channels management. The course includes marketing channel concepts, channel participants, environment of marketing channels, behavioral processes in marketing channels, strategy in marketing channels, designing marketing channels, and motivating channel members.