

MARKETING CHANNELS

COURSE LEVEL: Bachelor

ECTS CREDITS: 6 ECTS

COURSE COORDINATOR: Tanja Dmitrovič PhD.

COURSE GOALS: The student will gain insight into types of relationships between marketing channel members. He/she will understand channel management strategies and methods for recognising and understanding customer needs regarding channel service outputs.

The student will get acquainted with analytical methods and techniques for segmentation and channel performance which will enable him/her to evaluate the efficiency and effectiveness of the existing channel structure and design optimal channel structure.

Through project work, homework assignments, and case study analyses, the student will be able to critically evaluate the applicability of theoretical framework to business practices of various Slovenian companies. Through the guest speaker presentations, he/she will get familiar with business strategies employed by these companies in international markets (including Slovenia and South-East Europe). He/she will be able to apply the knowledge and skills gained at the core courses and/or methodology courses to the area of marketing channel management. Business project and other assignments are based on team work. The teams are expected to collect relevant data (using various marketing research techniques), analyse the data (using appropriate methods and techniques) and suggest business strategies.

Through the coursework, the students get acquainted with the actual business problems/situations and develop critical thinking and analytical abilities and skills. He/she also develops the writing and presentational skills.

COURSE CONTENT:

1. Channel design
2. Segmentation for marketing channel design: service outputs
3. Supply-side channel analysis
4. Gap analysis
5. Channel power
6. Channel conflicts and coordination
7. Channel implementation
8. Retailing, E-channels and franchising
9. Wholesaling, logistics and supply chain management
10. Vertical integration and strategic alliances
11. Legal constraints on marketing channel policies

COURSE WORK PLAN: Lectures, guest speaker lectures, tutorial, research project

COURSE GRADE SYSTEM: Final exam (written) - 50% and research project – 50 %