## COX 4116 MARKETING CHANNELS (3 CU)

**Short Description:**

The course provides students with a foundation in channels management, with a specific emphasis on direct marketing technique and electronic commerce.

**Objectives:**

* understanding the fundamental concepts in channel management,
* examine distribution fits into the total marketing picture,
* appreciate how to use distribution channels as a strategic tool,
* To design an effective electronic commerce distribution strategy.

**Learning Outcome:**

At the end of this course, students should be able to;

* comprehend the fundamental concepts in channel management,
* know how distribution fits into the total marketing picture,
* use distribution channels as a strategic tool,
* recognize why electronic commerce is getting increasing attention as a channel option,
* to design an effective electronic commerce distribution strategy.

**Intellectual, practical and transferable skills**

* Problem solving skills
* Team work
* Analytical
* Communication

**Teaching and Learning Patterns**

The format of this course combines lecture, class discussion, small group discussion, written assignments, and oral presentations. The intent is to give students ample opportunities to express their knowledge of the course material, practice skills, and exchange ideas.

**Indicative Content**

The emergence of marketing channels, rationale of marketing channels, components of marketing channels, Channel management decisions, International marketing channels, Marketing Channels for services, IT and Channel Management, Legal and ethical imperative in Channel relationships, Fundamentals of Logistics Management

**Assessment Method**

The assessment method is structured to include coursework and final examination. Coursework consists of assignments, presentations and tests.

Course work assessment 30%

Final Examination 70%

100%

The minimum cumulative mark required to pass is 50%, is required to pass this unit. This includes course work and final examination. Each course in the programme is allowed a maximum of three hours for final examination.

**Indicative Sources**

1. Meehan, Robert (2000), "Create, Review Channels for Customers," *Marketing News*, October 23, 48.
2. Stern, Louis, W., Adel I. El-Ansary and Anne T. Coughlan (1996), "Marketing Channels:  Structure, Functions, and Relationships," in *Marketing Channels*, 5th Edition, Upper Saddle River, NJ:  Prentice Hall, 1-33 (Packet).
3. Bowersox, Donald and M. Bixby Cooper (1992), "Channel Management," in *Strategic Marketing Channel Management*, New York, NY:  McGraw-Hill, 305-338 (Packet).
4. Bowersox, Donald and M. Bixby Cooper (1992), "Channel Management," in *Strategic Marketing Channel Management*, New York, NY:  McGraw-Hill, 305-338 (Packet).
5. Berman, Barry (1996), "Relationship Marketing and Customer Service," in *Marketing Channels*, New York:  NY, 201-240 (Packet).
6. Pelton, Lou E., David Strutton and James R. Lumpkin (1997), "Cultivating Positive Channel Relationships," in *Marketing Channels:  A Relationship Management Approach*, Chicago, IL:  Irwin, 318-336 (Packet
7. Strauss and Frost (2001), "E-Marketing Communications," 280-327.