GoBali Study Abroad

UNIVERSITAS UDAYANA

COURSE SYLLABUS · BUSINESS & TOURISM

Developing and Managing Channels of Distribution

Udayana University | 5 ECTS | Taught in English | Bachelor level

COURSE SYLLABUS · BUSINESS & TOURISM

Developing and Managing Channels of Distribution

CODE	CREDITS	LANGUAGE	LEVEL
CE 4/3	5 ECTS	English	Bachelor

LECTURER	EXAMS
Ni Putu Sri Harta Mimba, Ph.D., SE, M.Si.	Written Mid-term Exam · Written Final Exam

Description

This course explores the multi-faceted nature of channels of distribution. The course provides guidelines for how producers of goods and services should cultivate, execute, and manage their go-to-market strategies. They can achieve success by implementing the notion of channel stewardship and applying its three main disciplines: mapping the industry channels, building and updating the channel value chain, and aligning and influencing the channel value chain. Managers are guided on whether to pursue direct and/or indirect channels of distribution. The lecturer presents a seven-step framework for building the channel value chain. In aligning and influencing the channel system, students discover the importance of aligning the network of suppliers and intermediaries to address customer needs, and how participating members should be rewarded in line with their efforts. Hard and soft power as key influential levers are discussed, and students are also introduced to a four-step alignment process for programming a high-performance channel system. This discipline also involves managing horizontal channel conflict. The course closes with an e-commerce supplement, which discusses how online channel capabilities have caused varying degrees of disruption among certain product categories. The course contains two interactive illustrations: "Channel Margins," which provides students with an overview of the effect of markups and margins that are added as the product or service winds its way through the distribution-channel system; and "Channel Profiles," which enables students to apply the seven-step value chain framework to build a sample distribution system, and to explore three different financial scenarios of a hypothetical company case example.

Learning objectives

- By the end of the learning process, students should:
- Understand the significance of distribution channels
- Know the concept of channel stewardship, its three disciplines, and the importance of managing channels comprehensively
- Recognize the four overarching forces affecting channel strategy (4 Cs) in mapping the industry: customer requirements, competitive actions, channel capabilities & costs, and channel power.
- Understand the need for and benefits of multi-channel stewardship

- Know from the e-commerce supplement how online channels have disrupted selected industries

Subjects covered

Channel advantage; Channel conflict; Disintermediation; Distribution; Distribution channels; Distribution planning; Hybrid channels; Marketing channel systems; Marketing channels; Multichannel marketing

Weekly topics

1. The value that distribution channels create
   - Marketing flows in channels and contact efficiency
2. Typical channel structure
   - Service outputs of channels
3. Channel schemes defined
   - Gaining differential advantage with channels
4. The characteristics of retailing
   - Retail marketing decisions: target markets and retail positioning strategy
   - Retail strategic profit model and Management Horizons Impact Model
5. Non-store retailing
   - Retail store brands and retail trends
   - Types of wholesalers
6. **Mid-term test**
9. Key challenges in channel design
10. Direct or indirect distribution
    - Exclusive, selective and intensive distribution
11. Why power is used in channels
    - The nature of channel conflict and conflict resolution strategies
12. Franchising: advantages and disadvantages for the franchisor and the franchisee
    - Types of franchising
13. The franchise sales process
    - Key success drivers in franchising
14. The structure of electronic marketing channels
    - Disintermediation versus reintermediation
15. Mobile electronic channels
    - Advantages and disadvantages of electronic marketing channels

Grading

Individual participation	**10%**
Mid-term Exam	**30%**
Final Exam	**60%**

Books and other sources

1. Bagozzi, Richard P. 1979. “Toward a Formal Theory of Marketing Exchange.” In *Conceptual and Theoretical Developments in Marketing*, edited by O. C. Ferrell, Stephen W. Brown and Charles W. Lamb Jr. Chicago, IL: American Marketing Association.
2. Brion, John M. 1965. *Marketing through the Wholesaler–Distributor Channel*. Marketing for Executives Series 10. Chicago, IL: American Marketing Association.
3. Duddy, Edward A. and David A. Revzan. 1947. *Marketing: An Institutional Approach*. New York: McGraw-Hill.
4. Lewis, Edwin H. 1968. *Marketing Channels: Structure and Strategy*. Perspectives in Marketing Series, edited by Robert D. Buzzell and Frank M. Bass. New York: McGraw-Hill.
5. McCammon, Bert C. and Robert W. Little. 1965. “Marketing Channels: Analytical Systems and Approaches.” In *Marketing Channels & Institutions: Readings on Distribution Concepts & Practices*, edited by Bruce J. Walker and Joel B. Haynes. Columbus, OH: Grid, Inc.
6. Shaw, Arch W. 1912. “Some Problems in Market Distribution.” *Quarterly Journal of Economics* 26 (4): 703–765.

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