

MAKERERE UNIVERSITY BUSINESS SCHOOL
FACULTY OF MARKETING AND MEDIA STUDIES

Course Name	:	FUNDAMENTALS OF MARKETING CHANNELS
Course Code	:	BSM2106
Course Level	:	Year II -Semester 1
Credit Units	:	4
Contact Hours	:	60

COURSE DESCRIPTION

One of marketing's major goals is to ensure that goods and services are made available for consumption/ use by industrial, commercial and household customers as efficiently and effectively as possible. This course aims at exposing students to the management and control of the relationships involved in the placement of goods and services in the market. Marketing channels are all about the place decision in the marketing mix. Students are introduced to the marketing channels of distribution, their emergence, and the components therein. Channels management covers retailing, wholesaling (as merchants, agents, brokers) and physical distribution. The distinction between marketing channels for services and products is handled; Channel planning and international marketing channels, channel performance and assessment are also handled in this course. Technological developments in the field of marketing channels are discussed to develop an understanding of current and future trends.

COURSE OBJECTIVES

1. To provide learners with a foundation of marketing channels management.
2. To make learners appreciate the role of channel management in securing accurate and timely deliveries of goods and services to all market segments.
3. To equip students with techniques of measuring and assessing channel performance.
4. To expose students to the strategies for managing channel conflict.
5. To expose learners to electronic marketing as an ideal channel for communication, entertainment, selling and distributing goods, services and ideas.

LEARNING OUTCOMES

At the end of this course students should be able to:

1. Understand the concepts and terminologies in marketing channels management.
2. Appreciate the role of marketing channel management in securing accurate and timely deliveries of goods and services to all market segments.

3. Develop techniques for measuring and assessing marketing channel performance.
4. Appreciate the development and application of electronic channels of distribution
5. Understand electric Marketing and its role in Marketing Channels Management.

COURSE CONTENT

Period	Topic	Details	Duration
Aug 12- Aug 18, 2024	1. Introduction to marketing channels:	<ul style="list-style-type: none"> • What are marketing channels, Definition and Importance of marketing channels, • How and why marketing channels develop and are subject to change 	Edmond Katakanya
Aug 19- 25, 2024	2. Marketing channel framework:	<ul style="list-style-type: none"> • Channel structures, • Channel outputs, • Flows in marketing channels 	Edmond Katakanya
Aug 26 – Sep 01, 2024	3. Components of marketing channels:	<ul style="list-style-type: none"> • Marketing channel participants: manufacturers, intermediaries, facilitating agencies. • Electronic channels of distributions 	Hillary Kayongo
Sep 02 - 08, 2024	4. End Users:	<ul style="list-style-type: none"> • Understanding End Users • Understanding service outputs for different End Users • End User analysis 	Hillary Kayongo
Sep 09 – Sep 15, 2024	5. Wholesaling trade:	<ul style="list-style-type: none"> • Types of wholesalers, • Structure and trends in wholesaling, • Functions of wholesalers 	Edmond Katakanya
Sep 16 – Sep 22	6. Physical distribution concepts and decisions:	<ul style="list-style-type: none"> • Definition and nature of physical distribution • Participants in physical distribution • The impact of technology on physical distribution developments 	Edmond Katakanya
Sep 23 – Oct 06 2024	7. Retailing trade:	<ul style="list-style-type: none"> • Retailing marketing structure, • Introduction to the world of retailing and its technological developments, • Retail marketing strategy, • The retail marketing mix 	Hillary Kayongo
Oct 07-13, 2024	8. Channel Planning:	<ul style="list-style-type: none"> • Channel design, • Organizational patterns, • Selecting Channel members 	Edmond Katakanya

Oct 14 – Oct 20, 2024	9. Channel Management decisions:	<ul style="list-style-type: none"> • Coordination and Cooperation, • Bases of Power, • Motivation of channel members, • Conflict resolution strategies, • Evaluating marketing channel performance 	Edmond Katakanya
Oct 21 – Oct 27, 2024	10. International marketing channels:	<ul style="list-style-type: none"> • Channels for foreign markets, and international sourcing, • Selecting and maintaining international marketing channels, • Channel relationships in the global village. • E-marketing in international marketing channels 	Hillary Kayongo
Oct 28 – Nov 03, 2024	11. Marketing Channels for Services:	<ul style="list-style-type: none"> • Applying channel concepts to services, • Characteristics of services, • Levels of intermediaries, • Service failures and recovery • The service experience • The service economy. 	Hillary Kayongo
Nov 04 - 10, 2024	12. Legal and ethical imperatives in channel relationships :	<ul style="list-style-type: none"> • Developing Positive Channel Relationships, • Key provisions in contractual documents with channel members. 	Hillary Kayongo

METHOD OF DELIVERY

Case studies, group discussions and class presentations, Lectures and guest lectures.

MODE OF ASSESSMENT

The students shall do coursework assessment as well the final exam. The coursework assessment shall account for 30% of the final exam mark while the final exam shall account for 70% of the final exam mark. The pass mark of this course unit is 50%.

TIME	Monday	Tuesday	Wednesday
1.00-2.00 p.m.	FMC		
2.00-3.00 p.m.	FMC		
3.00-4.00 p.m.			FMC
4.00-5.00 p.m.			FMC
5.30-6.30 p.m.	FMC		
6.30-7.30 p.m.	FMC		

7.30-8.30 p.m.			FMC
8.30-9.30 p.m.			FMC

FACILITATORS:

Edmond Katakanya 0782 406318

Hillary Kayongo 0782 137031

READING LIST

Ballou, R. U., (2017), Basic Logistics, Transportation & Materials Management: Physical distribution, 2nd Edition.

Berkhout, C., (2015). Retail marketing strategy: developing shopper delight: Kogan Page.

Bert, R. (2017), Marketing channels. 9th Edition: Cengage learning.

Bowersox, D., Closs, D., & Cooper, M. (2012). Supply Chain Logistics Management, 5th Edition: McGraw-Hill.

Coughlan, A., Anderson, E., Stern, L., & El-Ansary, A. (2011). Marketing Channels, 6th Edition: Prentice Hall, New Jersey.

Palmatier, R., Loius W., & EL- Ansary, A. L., (2016). Marketing channel strategy. 8th edition: Routledge.

Roosenbloom, B. (2014). Marketing channels: A Management view, 7th Edition: South-Western, Thomson learning.

Stanton, (2014). Marketing, 13th Edition: McGraw-Hill Companies Inc, USA.

Stern, L. W., &Anscury, A. I., (2016). Marketing Channels, 2nd Edition.

Ballou, R. U., (2017), Basic Logistics, Transportation & Materials Management: Physical distribution, 2nd Edition.

Berkhout, C., (2015). Retail marketing strategy: developing shopper delight: Kogan Page.

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Palmatier, R., Loius W., & EL- Ansary, A. L., (2016). Marketing channel strategy. 8th edition: Routledge.

Roosenbloom, B. (2014). *Marketing channels: A Management view*, 7th Edition: South-Western, Thomson learning.

Stanton, (2014). *Marketing*, 13th Edition: McGraw-Hill Companies Inc, USA.

Stern, L. W., & Anscury, A. I., (2016). *Marketing Channels*, 2nd Edition.

Hussain, R., & Ali, M. (2015). Effect of Store Atmosphere on Consumer Purchase Intention. *International Journal of Marketing Studies*, 7(2), 35–43. <https://doi.org/10.5539/ijms.v7n2p35>

Wollenburg, J., Hubner, A., Kuhn, H., & Trautrim, A. (2017). From Bricks-and-Mortar to Bricks-and-Clicks – Logistics Networks in Omni-Channel Grocery Retailing. *International Journal of Physical Distribution and Logistics Management*, 1–24.

JOURNALS

- International Journal of Physical Distribution & Logistics Management.
- The International Journal of Logistics Management.