

**MAKERERE UNIVERSITY BUSINESS SCHOOL**  
**FACULTY OF MARKETING AND MEDIA STUDIES**

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

### **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 11- Aug 17, 2024	1. Introduction to marketing channels:	<ul style="list-style-type: none"> <li>What are marketing channels, Definition and Importance of marketing channels,</li> <li>How and why marketing channels develop and are subject to change</li> </ul>	Isaac Banura
Aug 18- 24, 2024	2. Marketing channel framework:	<ul style="list-style-type: none"> <li>Channel structures,</li> <li>Channel outputs,</li> <li>Flows in marketing channels</li> </ul>	Isaac Banura
Aug 25 – Aug 31, 2024	3. Components of marketing channels:	<ul style="list-style-type: none"> <li>Marketing channel participants: manufacturers, intermediaries, facilitating agencies.</li> <li>Electronic channels of distributions</li> </ul>	Isaac Banura
Sep 01 - 07, 2024	4. End Users:	<ul style="list-style-type: none"> <li>Understanding End Users</li> <li>Understanding service outputs for different End Users</li> <li>End User analysis</li> </ul>	Isaac Banura
Sep 08 – Sep 14, 2024	5. Wholesaling trade:	<ul style="list-style-type: none"> <li>Types of wholesalers,</li> <li>Structure and trends in wholesaling,</li> <li>Functions of wholesalers</li> </ul>	CECILIA KAKAYI
Sep 15 – Sep 21	6. Physical distribution concepts and decisions:	<ul style="list-style-type: none"> <li>Definition and nature of physical distribution</li> <li>Participants in physical distribution</li> <li>The impact of technology on physical distribution developments</li> </ul>	CECILIA KAKAYI
Sep 22 – Sep 28 2024	7. Retailing trade:	<ul style="list-style-type: none"> <li>Retailing marketing structure,</li> <li>Introduction to the world of retailing and its technological developments,</li> <li>Retail marketing strategy,</li> <li>The retail marketing mix</li> </ul>	CECILIA KAKAYI
Sept 29- Oct 05,	8. Channel Planning:	<ul style="list-style-type: none"> <li>Channel design,</li> <li>Organizational patterns,</li> </ul>	CECILIA KAKAYI

2024		<ul style="list-style-type: none"> <li>Selecting Channel members</li> </ul>	
Oct 06 – Oct 19, 2024	9. Channel Management decisions:	<ul style="list-style-type: none"> <li>Coordination and Cooperation,</li> <li>Bases of Power,</li> <li>Motivation of channel members,</li> <li>Conflict resolution strategies,</li> <li>Evaluating marketing channel performance</li> </ul>	Edmond Katakanya
Oct 20 – Oct 26, 2024	10. International marketing channels:	<ul style="list-style-type: none"> <li>Channels for foreign markets, and international sourcing,</li> <li>Selecting and maintaining international marketing channels,</li> <li>Channel relationships in the global village.</li> <li>E-marketing in international marketing channels</li> </ul>	Edmond Katakanya
Oct 27 – Nov 02, 2024	11. Marketing Channels for Services:	<ul style="list-style-type: none"> <li>Applying channel concepts to services,</li> <li>Characteristics of services,</li> <li>Levels of intermediaries,</li> <li>Service failures and recovery</li> <li>The service experience</li> <li>The service economy.</li> </ul>	Edmond Katakanya
Nov 03 - 09, 2024	12. Legal and ethical imperatives in channel relationships :	<ul style="list-style-type: none"> <li>Developing Positive Channel Relationships,</li> <li>Key provisions in contractual documents with channel members.</li> </ul>	Edmond Katakanya

### 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		



- Ballou, R. U., (2017), Basic Logistics, Transportation & Materials Management: Physical distribution, 2<sup>nd</sup> Edition.
- Berkhout, C., (2015). Retail marketing strategy: developing shopper delight: Kogan Page.
- Bert, R. (2017), Marketing channels. 9<sup>th</sup> Edition: Cengage learning.
- Bowersox, D., Closs, D., & Cooper, M. (2012). Supply Chain Logistics Management, 5<sup>th</sup> Edition: McGraw-Hill.
- Coughlan, A., Anderson, E., Stern, L., & El-Ansary, A. (2011). Marketing Channels, 6<sup>th</sup> Edition: Prentice Hall, New Jersey.
- Palmatier, R., Loius W., & EL- Ansary, A. L., (2016). Marketing channel strategy. 8<sup>th</sup> edition: Routledge.
- Roosenbloom, B. (2014). Marketing channels: A Management view, 7<sup>th</sup> Edition: South-Western, Thomson learning.
- Stanton, (2014). Marketing, 13<sup>th</sup> Edition: McGraw-Hill Companies Inc, USA.
- Stern, L. W., & Anscury, A. I., (2016). Marketing Channels, 2<sup>nd</sup> 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.