

MAKERERE UNIVERSITY BUSINESS SCHOOL

COURSEWORK TWO ASSIGNMENT FOR THE DEGREE OF BACHELOR OF MARKETING OF MAKERERE UNIVERSITY ACADEMIC YEAR 2025/2026

COURSE NAME: FUNDAMENTALS OF MARKETING CHANNELS

YEAR OF STUDY: TWO

COURSE CODE: BSM 2106

DATE: 10/10/25 – 27/10/25

SEMESTER: ONE

DURATION: 15 DAYS

SUBMISSION GUIDELINES:

1. This assignment is to be done in groups of not more than 10 members and not less than 6 members.
2. The finished work will be presented in class in a power point format and a printed report typed in a microsoft word document submitted to the course facilitator.
3. Names and registration numbers of all the group members should be typed on the front page and members must sign next to their names.
4. The report should have a maximum of 3500 words and a minimum of 2500 words.
5. References must be properly cited using APA referencing style.
6. Work shall be submitted to an anti-plagiarism test; therefore soft copies of the work should be submitted to ekatakanya@mubs.ac.ug.
7. **WORK SHOULD BE SUBMITTED BY 27/10/25 , ANYWORK PAST THIS DATE WILL NOT BE ACCEPTED**

The modern business environment has evolved into a highly globalized system, where technological advancements have significantly diminished traditional trade and border barriers. As a result, numerous products manufactured in foreign markets are now readily available to consumers in Uganda.

Assignment Task:

Select one international product that is currently distributed and sold within the Ugandan market, and respond comprehensively to the following questions:

1. Channel Structure

With the aid of clear illustrations or diagrams, describe and analyze the marketing channel structure employed by the company to ensure that its products are effectively delivered to customers in Uganda.

2. Physical Distribution Management

Examine how the company organizes and manages the physical distribution of its products—considering aspects such as logistics, warehousing, transportation, inventory control, and order processing—to facilitate efficient product availability in the Ugandan market.

3. Channel Coordination and Relationship Management

Discuss the strategies and mechanisms adopted by the company to coordinate, motivate, and manage channel participants, ensuring that the marketing channel operates efficiently and that products reach the end consumers in a timely and cost-effective manner.