

**MARKETING CHANNELS (With effect from 2014-15)**

**1) Managing marketing channels**

- mechanisms for achieving co ordination and co operation
- bases of power
- combining the power basis
- the relationship between dependence and conflict
- conflict over role performance
- causes of channel conflict
  - population issues
  - division of labour issues
  - technology issues
  - pathological conflict
  - effective conflict management
  - the need for channel leadership

**2) Organizational patterns in marketing channels**

- vertical marketing system defined
- conventional marketing channel
- vertical marketing system
- voluntary and co operative groups
- franchise system

### **3) Legal constraints of the inter organisational management of marketing channels**

- legal limitations on the use of coercive power
- legal limitations of the use of reward power
- legal limitations regarding vertical integration
- the debate over vertical restraints

### **4) Channel management by channel participants**

- channel management by manufacturers
- channel management by wholesalers
- channels management by retailers
- channel management by physical distributing agencies
- joint channels management through partnership who should lead the channel

## **Books for references**

- MARKETING CHANNELS by LOUIS W STERN/ADEL.I.EL.ANSARY
- MARKETING MANAGEMENT BY PHILIP KOTLER
- STRATEGIC MARKETING, MARKETING DECISION FOR STRATEGIC ADVANTAGE BY MUSADIQ.A.SHAHAF BY P.H.I
- Marketing Management by Arun and Meenakshi

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**M.com semester -4**

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**1) Channel communication and information system**

- rudiments of channel communication
- information and communication technology
- towards electronic marketing channel
- the sales force as an information source in marketing channels
- channels flows and channel communication

**2) assessing marketing channels performance**

- gauging the sociality contribution of distribution
- assessing channel performance from a managerial perspective
- channel performance from a microperspective

**3) channel management in other countries**

- inter organisational perspective of alternative forms of international expansion
- designing international distribution strategies
- wholesale linkages to foreign markets
- retailing in international markets

- international marketing channels for country trade
- problems in establishing and managing international marketing channels
- international physical distribution
- international sourcing

#### **4) marketing channels for services**

- channel configuration
- channel marketing
- applying channel conceptions services with example

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