

**Veer Narmad South Gujarat University, Surat M.Com.-
II (External)**

**Marketing channels Paper-6
(In Force From June 2022-23)**

Objectives: 1. To impart to the conceptual knowledge in the area of marketing channels and distribution.

2. To acquaint the students with the marketing problems.

Course Outcomes: This paper will help the students to know about the role of distribution channels in the overall growth and relevance in marketing field. It will also acquaint them with various distribution institutions operating in the market and how they should go about its selection for their businesses. They will also learn about the various levels at which it works. Students will acquire knowledge about framing strategies related to distribution networks. This paper will help the students to know about the various channel formats, which are in practice and which factors should be taken into consideration for selecting any one of them. What are the functions performed by these channel formats. Students will also learn about various types of conflicts due to adoption of multiple channels in business and how these conflicts can be resolved or prevented.

Syllabus:

1. Marketing channels:

- Introduction, Meaning of Channels of distribution. 15%
 - The nature and importance of marketing channels
 - The role of marketing channels,
 - Functions and flows in marketing channels
 - Analysing marketing channel structures
 - The structures of marketing channels
 - The types of marketing channels
 - Channel levels
 - Direct marketing channel/s indirect marketing channels
 - Problems in distribution
 - Selection of distribution channels
 - Marketing channel decisions.
- 2. Channel institutions -- Retailing** 15%
- Primary channel participants
 - Factors affecting Channel choice
 - Functions performed by retailers
 - The framework for decisions in retailing
 - Trends in retail strategy
 - Retailer characteristics
 - Types of retailers
 - Non store retailing
 - Franchising
 - Strategic issues in retailing
 - Strategic retail management
 - The future of retailing
 - Retailing in India
- 3. Channel institutions -wholeselling** 15%
- Nature and importance of wholeselling
 - Functions of wholesalers
 - Types of wholesalers
 - Agent wholeselling middleman
 - Manufacturers sales facilities
 - The activities of wholesalers

- Marketing functions performed by wholesalers- distributors for whole sellers
 - Limitations of wholesalers
 - Trends In wholesellingwholesellers marketing decesions
 - Changing patterns in wholeselling
 - Wholeselling in india
4. **Channel strategy and Channel levels:** 15%
- Zero level, one level, two level, three level and multi level channels.
 - Vertical marketing systems ,
 - horizontal marketing systems.
 - conventional marketing.
 - voluntary and cooperative groups.
 - Channel configuration and channel marketing.
 - Channel strategy
 - Types of channel strategy for the modern marketer
 - Omni channel strategy
 - Hybrid channel systems or Multi-channel strategy
5. **Marketing Channel structure and Functions.** 10%
- Concept
 - Need for the existence and change of marketing channels. (Demand side factors and supply side factors)
 - Channel design decisions
 - Ideal channel structure
 - Channel design comparision factors
 - Implementing channel Design
 - Channel integration
 - Types of channel integration
6. **Alternate channel Formats:** 10%
- Manufacturers based channel formats
 - Retail based channel formats
 - Service provider- based channel formats
 - Other channel formats
 - Point of consumption merchandising formats.
 - Catalogs and technology added formats.
7. **.Managing and resolving conflict** 10%
- Concept of channel conflict
 - Assessing the degree and nature of channel conflict,
 - Measuring conflict
 - Consequences of channel conflict
 - Effect of channel conflict on channel performance and Co-ordination
 - Major sources of conflict in marketing channels
- (competing goals, Differing perceptions of reality, clarity over domains, clash of market domains(in brief)
- .Resolving conflicts negotiations and achieving coordination via incentives.
 - Unwanted channels, Grey markets
8. **Channel communication and information system:** 10%
- Rudiments of channel communications
 - Channel information system
 - Elements of channel management system
 - Impact of information systems on the delivery of service outputs
 - Impact of information systems on channel relationships
 - Impact of information systems on channel role performance
 - Information and communication technology
 - Electronic marketing channel
 - Sales force as an information source for marketing channels.
 - Various types of channel powers used for motivating channel members.

Reference Books:

1. Marketing channels by Louis W. Stern/Adel.Ii.Eel.Ansary
2. marketing management by Philip Kotler
3. Strategic marketing, marketing decision for strategic advantage by Musadiq.A.ShahafbyP.H.I
4. marketing management by Arun and Meenakshi.
5. Marketing management by V.S.Ramaswamy and S.Namakumari.(Global perspectives and Indian context,) (4TH Edition)
6. Marketing channels by Anne.T.Coughlan, Erin Anderson, Louis.W.Stern, adel.L. Ansary and R.C. Natrajan.
7. Sales and distribution management by S. Shridharabhat.(Himalaya publishing house)