




Place

FSBN 106 Marketing 1



Marketing Channels and Supply Chain Management

- Supply Chain
- Value Delivery Network



The Nature and Importance of Marketing Channels

- **How Channel Members Add Value**
 - Information
 - Promotion
 - Contact
 - Matching
 - Negotiation
 - Physical Distribution
 - Financing
 - Risk Taking
- **Number of Channel Levels**



Channel Behaviour and Organization

- Channel Behaviour
- Vertical Marketing Systems
 - Corporate VMS
 - Contractual VMS
 - Administered VMS
- Horizontal Marketing Systems
- Multichannel Distribution Systems
- Changing Channel Organization



Channel Design Decisions

- Analyzing Consumer Needs
- Setting Channel Objectives
- Identifying Major Alternatives
 - Types of Intermediaries
 - Number of Marketing Intermediaries
 - Responsibilities of Channel Members
- Evaluating the Major Alternatives



Channel Management Decisions

- Selecting Channel Members
- Managing and Motivating Channel Members
- Evaluating Channel Members



Marketing Logistics and Supply Chain Management

- Nature and Importance of Marketing Logistics
- Goals of the Logistics System
- Major Logistics Functions
 - Warehousing
 - Inventory Management
 - Transportation
 - Logistics Information Management



Reference

- Principles of Marketing by Philip Kotler and Gary Armstrong – 11th Edition, Pearson Education.