COURSE DETAIL

MARKETING CHANNEL MANAGEMENT
Country China
Host Institution Fudan University
Program(s) Fudan University
UCEAP Course Level Upper Division
UCEAP Subject Area(s) Business Administration
UCEAP Course Number 116
UCEAP Course Suffix
UCEAP Official Title MARKETING CHANNEL MANAGEMENT
UCEAP Transcript Title MARKETING CHANNEL
UCEAP Quarter Units 3.00
UCEAP Semester Units 2.00

Course Description

A marketing channel is a set of interdependent organizations involved in the process of making product or service available for use or consumption. The class discusses why do marketing channel exist and change? What is the work of marketing channels? What are Channel flows and Who are Channel members?

Language(s) of Instruction
English

Host Institution Course Number
MANA130059

Host Institution Course Title
MARKETING CHANNEL MANAGEMENT

Host Institution Course Details
http://elearning.fudan.edu.cn/portal/site/c558032c-619a-44e5-b227-b389a532a252

Host Institution Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department
Management

Course Last Reviewed
2021-2022

Print