

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 Campus

Host Institution Faculty

Host Institution Degree

Host Institution Department

Management

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