

COURSE DETAIL

DISTRIBUTION STRATEGY AND RETAIL CHANNELS

Country

Australia

Host Institution

University of New South Wales

Program(s)

University of New South Wales

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

127

UCEAP Course Suffix**UCEAP Official Title**

DISTRIBUTION STRATEGY AND RETAIL CHANNELS

UCEAP Transcript Title

DISTRIBUTN STRATEGY

UCEAP Quarter Units

6.00

UCEAP Semester Units

4.00

Course Description

This course presents an integrated approach to distribution strategy and retail channel management. It addresses analytic, strategic and managerial aspects of distribution (the creation of product and service availability through marketing channels), and retail marketing (the management and marketing assortments of merchandise for direct sale to the consumer). Typically, topics include marketing channel structure and functions, the retailing industry, channel design, channel structure, channel power and conflict, distribution intensity, retail product selection, assortment planning, retail buying, retailer's own brands, channel integration, wholesaling, franchising, strategic alliances in distribution, international retailing, non-store retailing, electronic retailing, and electronic distribution channels.

Language(s) of Instruction

English

Host Institution Course Number

MARK3081

Host Institution Course Title

DISTRIBUTION STRATEGY AND RETAIL CHANNELS

Host Institution Campus

sydney

Host Institution Faculty**Host Institution Degree****Host Institution Department**

Marketing

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