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 STRATEGIES & RETAIL CHANNELS

Host Institution Course Details

Host Institution Campus
sydney

Host Institution Faculty

Host Institution Degree

Host Institution Department
Marketing

Course Last Reviewed

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