

RETAIL & MARKETING CHANNELS STRATEGIES (M425)

CATALOG DESCRIPTION

Evolution of retailing into a global, high technology industry; developing integrated marketing and financial strategies. Strategically positioning the retail establish and maintain relationship with target customers. Evolving market conditions, buying behavior, retail venues, channel relationships, information, communication.

Prerequisite: MKTG 351

COURSE OVERVIEW

The landscape in the retailing sector has gone through a metamorphosis over the past three decades. During that time, many retailers grew in size and while marketing channel power gradually shifted from manufacturers to retailers. This course focuses on macro and micro retailing strategies from the showrooms and upstream in the marketing channel. Students gain keen insight into how retailers operate through field trips, group projects, and interactive course material.

COURSE OBJECTIVES

- Understand the broader perspective of marketing channels and supply chains and their integral roles in marketing management.
- Identify significant distribution, marketing, and supply chain management terms and concepts.
- Understand the key benefits and how to implement category management strategies.
- Discuss the behavioral and structural aspects of exchange relationships including purchasing, distribution and sales. Demonstrate how to apply and use these concepts in marketing and/or business situations.
- Explain how internal and external environmental factors play a role in marketing channel and supply chain decisions.
- Understand the importance of

relationships, cooperation, and trust in B-2-B and B-2-C interactions.

- Know how to design, choose, maintain, grow, expand, and/or establish appropriate marketing channels for a sustainable competitive advantage.

KEY OUTCOMES

- Critical thinking skills in resolving complex retail marketing problems
- Understanding the complex behavioral relationships across and within marketing channels
- Managing and implementing category management strategies

HELPFUL ONLINE RESOURCES

National Retail Federation <http://www.nrf.com> This site is source for many discussions and the latest in retail marketing

American Marketing Association
<http://www.ama.org>. Official website for the American Marketing Association.

Council of Supply Chain Management Professionals
<http://www.cscmp.org>. Official website for the Council of Supply Chain Management Professionals. The website includes many issues related to managing marketing channels (supply chains).

CONTACTS

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