

H8DCM: Channel Management

Module Code:	H8DCM	
Long Title	Channel Management APPROVED	
Title	Channel Management	
Module Level:	LEVEL 8	
EQF Level:	6	
EHEA Level:	First Cycle	
Credits:	5	
Module Coordinator:	MICHAEL BANE	
Module Author:	DAVE CORMACK	
Departments:	School of Business	
Specifications of the qualifications and experience required of staff	No special specifications. Programme level specifications apply.	
Learning Outcomes		
<i>On successful completion of this module the learner will be able to:</i>		
#	Learning Outcome Description	
LO1	Recognise the breadth and complexity of Channel management within organisations.	
LO2	Analyse, assimilate, and evaluate the principles and practices of Channel Management.	
LO3	Critically evaluate the move to E-Channels and Global Channels.	
LO4	Apply analytical skills to develop channel strategies and tactics towards case study materials and/or live industry projects.	
LO5	Assess the importance of relationships, both inside and outside the organisation, that are critical to successful Channel management.	
Dependencies		
Module Recommendations		
18401	H7SMM	Services Marketing Management
Co-requisite Modules		
No Co-requisite modules listed		
Entry requirements		

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Module Content & Assessment	
Indicative Content	
Designing Channel Strategies • End-user analysis • Evaluating existing channels by auditing their efficiency and potential service or cost gaps. • Make-or-buy channel analysis. • The degree of channel intensity, the mix of channel types, and the use of dual distribution.	
Channel Institutions • Types of intermediary • Retailing • Wholesaling • Franchising • Supply Chain Management • Channel flows and blockages • Inventory and just-in-time approaches • Logistics information flow • Reverse logistics	
Implementing Channel Strategies • Identifying and work with the source of each channel member's power and dependence as well as recognize and avoid potential channel conflict • Build and maintain good working relationships among channel partners. • Channel policies and legalities • Channel logistics	
Inter-Organisational Relationships • From Market Transactions to Relational Exchange • Customer Relationship Management in Channel of Distribution • Partnerships and Alliance	
Assessment Breakdown	%
Coursework	40.00%
End of Module Assessment	60.00%

Assessments

Full Time			
Coursework			
Assessment Type:	Presentation	% of total:	40
Assessment Date:	n/a	Outcome addressed:	1,4
Non-Marked:	No		
Assessment Description: Students will be asked to perform an analysis of the channel strategy for the business idea being pursued for their Capstone Project. This will be a group-based assessment.			
End of Module Assessment			
Assessment Type:	Terminal Exam	% of total:	60
Assessment Date:	End-of-Semester	Outcome addressed:	1,2,3,5
Non-Marked:	No		
Assessment Description: Students will be asked to make a written contribution demonstrating their understanding of Channels and Channel Management. This may be based on a case study or a real-life organisation either presented for analysis or suggested by the students.			
No Workplace Assessment			
Reassessment Requirement			
Repeat examination <i>Reassessment of this module will consist of a repeat examination. It is possible that there will also be a requirement to be reassessed in a coursework element.</i>			
Reassessment Description Repeat assessment will be presented if required as an assessment which will assess all learning outcomes.			

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Module Workload				
Module Target Workload Hours 0 Hours				
Workload: Full Time				
<i>Workload Type</i>	<i>Workload Description</i>	<i>Hours</i>	<i>Frequency</i>	<i>Average Weekly Learner Workload</i>
Lecture	No Description	24	Per Semester	2.00
Tutorial	No Description	12	Per Semester	1.00
Independent Learning	No Description	89	Per Semester	7.42
Total Weekly Contact Hours				3.00

Module Resources

Recommended Book Resources

Palmatier R, Sivadas E, Stern L, El-Ansary A.. (2019), Marketing Channel Strategy An Omni-Channel Approach, Routledge.

Dent J, White M.. (2019), Sales and Marketing Channels How to Build and Manage Distribution Strategy,, Kogan.

This module does not have any article/paper resources

This module does not have any other resources

Discussion Note: