



APPLIES TO ACADEMIC YEAR
2002/2003

MRK 9801 Marketing channels

Program

The Associate Degree Program in Marketing - Information and Public Relations, The Associate Degree Program in Marketing and Internationalization, The Associate Degree Program in Marketing Communication

Responsible for the course

Arne Nygaard

Department

Marketing

Term

Spring

ECTS Credits

6

Objective

This is a course in the area of management of interorganizational relationships in distribution and retailing management and strategy. Retailing management issues in the course are; The dynamic nature of competitors and customers in retail markets, competitive advantages and growth opportunities in retailing and the role of location, organizational structure and human resource management, information and relationships in retailing. The focus is on strategic and managerial aspects of distribution. We will analyze marketing channels from social, economic and political perspectives. The course emphasizes planning, organization and control of alliances among the institutions, agencies and within company units involved in the process of making products and services available for consumption. While retail, wholesale, and production firms are elements of marketing channels, we emphasize that the relationships among the firms comprising channels, and among the agents acting within the channels are the crucial aspects of long-term competitive viability.

Prerequisites

No particular prerequisites are required.

Compulsory literature

Levy, M. and B.A. Weitz. 2001. *Retailing management*. 4th ed. Boston: Irwin/McGraw-Hill, chap. 1-3, 6, 8-10, 15, 17, 19.
Gripsrud, G. og A. Nygaard. 2001. *Markedsføringskanaler*. 3rd ed. Oslo: Cappelen akademisk forlag, chap. 1-2, 4-9.

Recommended literature

None.

Course outline

Computer-based tools

Computer tools are not necessary.

Course structure

The course objectives are reached through a combination of lectures and students working in small groups. Group work includes the three case assignments given in the first lecture. These will be presented in class, and the case discussions will to a large extent be run by the students. Each of the three cases will consist of two questions. The course has 42 hours (33 hours + 9 hours) of lectures and case presentations. Students that take part in NMH's part-time course have less hours of lecture.

The case presentations are organized as follows: A three-hour working session will be arranged for each case.

Each of these sessions will consist of the following: In the first lesson, the lecturer selects one student group to present their solution to question 1. An opponent group is also selected. The two groups discuss the solution to question 1, and the class is eventually invited to comment on the two groups' suggestions. In the second lesson this procedure is repeated for question 2, new solutions are discussed. In the third lesson, the lecturer draws the necessary conclusions and closes the case. One or more exam questions will be related to one or more cases, and it is thus important that the students devote themselves to solving the case questions, and participate in the case presentations.

Evaluation

A four-hour individual written examination concludes the course.

Evaluation code(s)

MRK 98011 - written exam, which accounts for 100% of the grade in MRK 9801, 2 credits.

Aids at the examination

No aids are permitted during the exams.

Makeup exam

A makeup exam is held in every term.