



# **MARKETING CHANNELS AND SUPPLY CHAIN MANAGEMENT**

INSTITUTE FOR PROFESSIONAL AND EXECUTIVE DEVELOPMENT

United Kingdom

## **UNIT SPECIFICATION**

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## Unit Title

Marketing Channels and Supply Chain Management

## Credit value

The credit value for this unit is 30

30 credits equivalent to 300 hours of teaching and learning  
(10 hours is equivalent to 1 credit)

Guided learning hours (GLH) = 50 hours

GLH includes lectures, tutorials and supervised study. This may vary to suit the needs and requirements of the learner and/or the approved centre of study.

Directed learning = 50 hours: This includes advance reading and preparation, group study, and undertaking research tasks.

Self-managed learning = 200 hours: This includes completing assignments and working through the core and additional reading texts. It also includes personal research reading via other physical and/or electronic resources.

<b>Learning outcome</b> Learner will:	<b>Assessment criteria</b> Learner can:
1.0 Understand the nature and importance of marketing channels	1.1 Explain what is meant by a marketing channel and a supply chain 1.2 Analyse how channel members add value to the supply chain 1.3 Examine the nature of customer marketing channels and business marketing channels 1.4 Evaluate the interactions that exist between channel members 1.5 Differentiate between a conventional marketing channel and a vertical marketing system 1.6 Give an account on the types of vertical marketing systems (i.e. corporate, contractual and administered) 1.7 Examine the horizontal marketing system 1.8 Describe the hybrid marketing channel
2.0 Understand the major considerations that must be made in designing marketing channels	2.1 Discuss key issues of consideration in the design of marketing channels (e.g. analysis of customer needs, setting of channel objectives, identification of major alternatives with respect to the types of intermediaries, number of marketing intermediaries and responsibilities of channel members, evaluation of the major alternatives etc.)
3.0 Understand the nature of channel management decisions	3.1 Examine why the selection of channel members is important to channel management 3.2 Analyse the importance of managing and motivating channel members 3.3 Discuss the need for the evaluation of channel members

<p>4.0 Understand the nature of marketing logistics and supply chain management</p>	<p>4.1 Give an account on the nature and importance of marketing logistics</p> <p>4.2 Examine the goals of the logistics system</p> <p>4.3 Give an account on the major logistics functions (i.e. warehousing, inventory management, transportation and logistics information management)</p> <p>4.4 Examine the nature of integrated logistics management under cross function teamwork, building logistics partnerships and third party logistics</p>
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## Recommended learning resources

<b>Indicative reading</b>	<p>Kotler et al 2009. Marketing, An introduction: Pearson Education London ISBN 978-0-273-71395-1</p> <p>Groucutt et al 2004. Marketing; essential principles, new realities: London ISBN: 0 7494 4114 3</p> <p><u>Further reading</u> Paul Baines et al 2010; Marketing 2nd edition. OUP Oxford ISBN: 978-0199579617</p> <p>David Jobber 2009; Principles and practice of marketing. McGraw Hill ISBN: 978-0077123307</p>
<b>Learning Aid</b>	<ul style="list-style-type: none"><li>• A comprehensive IPED study material is available to aid in learning and research of this unit.</li><li>• We supply IPED course materials free of charge. Our study materials, which offer quick learning start, are comprehensive, use simple English, and are easy to read and understand. The contents are so sufficient and self-explanatory; that in majority of cases readers do not require further support; although support is always available when you need it.</li></ul>