

Subject: Business Economics

Course: B.A., 2nd Semester, Undergraduate.

Paper No: 204

Paper Title: Marketing Management.

Unit No.: 4 (Four)

Title: Promotion and Distribution.

Lecture No: 2 (Two)

Title: Channel Distribution

Summary

We have covered the different type of channels that a marketer can use to cover the various customer segments and functions of these channel members. In the dynamic markets of current times, the marketing channels have evolved into vertical marketing systems, horizontal marketing system and multichannel marketing system. There is potential for conflict among channel members arising out of goal incompatibility, unclear roles and rights, differences in perceptions and interdependent relationships. These conflicts can be managed using multiple mechanisms. We also discussed about two major types of intermediaries i.e. retailers and wholesalers, their major types, their marketing decisions on target market, product assortment, promotion, price, service outputs and how these decisions must take into consideration major trends. The last part of the place decision that we focused on was market logistics which is the best way to store and move products and services to market destinations at least cost.