

KLE Society's  
**Lingaraj College, Belagavi**  
(Autonomous)

Department of BBA

**B.B.A. : VI Semester**

**Marketing Channel Design and Distribution Planning**  
(w.e.f.2018-19 and onwards)

|                                       |                                 |          |                  |
|---------------------------------------|---------------------------------|----------|------------------|
| <b>Teaching hours per week – 04 :</b> | <b>Maximum Marks</b>            | <b>:</b> | <b>100 Marks</b> |
|                                       | <b>Semester End Examination</b> | <b>:</b> | <b>70 Marks</b>  |
|                                       | <b>Internal Assessment</b>      | <b>:</b> | <b>30 Marks</b>  |

**Course Outcome:**

**At the end of this course students will be able to:**

1. Demonstrate the Global Marketing Strategy. And Understanding the Importance of its approach.
2. State the Significance of Physical Distribution which includes the Channels of Distributions.
3. Discuss the Marketing Channels Design and Understanding Organizational Patterns in Marketing Channels.
4. Outline the Distribution Strategies, Distinguish the concepts of Central versus Local Facilities and Centralized Management.
5. Explain the Concept of Distribution Resource Planning (DRP), Implementation and Constraints.
6. Discuss Pricing and Revenue Management and Demonstrate Role of Revenue Management in the Supply Chain.

**Syllabus**

| <b>UNITS</b> | <b>Syllabus</b>  | <b>HOURS</b> |
|--------------|--|--------------|
| Unit I       | Consumer behavior, geographical and functional integration, marketing operations management and logistics, sectoral integration, efficient consumer response, need for a global marketing approach   | 7            |
| Unit II      | Importance of channels of distribution in physical distribution-Logistics position in the channels of distribution-Indian context of development trend in this area of distribution-Indian scenario in emerging retail markets-Architecture of a Physical distribution Network-Specialization in logistics facilities-Evolution in freight resources-Logistics service providers and TPL-Emergence of third party logistics. Channel structure-channel functions and flows-Channel Levels-Economic of distribution- Channel Relationships-Marketing channel structure-Channel dynamics-Other marketing structure in practice | 18           |
| Unit III     | Rudiments of marketing channel structure-Blueprint for designing marketing channels-Managing marketing channels-Organizational   | 5            |

|         |   |    |
|---------|---|----|
|         | patterns in marketing channels  |    |
| Unit IV | Intermediate inventory storage point strategies-Central Versus local facilities & centralized management)- Inventory Pooling- Transshipment-Retailer-supplier Partnership-types of retailer supplier partnerships-Network planning and design-Distribution models and Transportation Decisions-Channels of Distribution | 10 |
| Unit V  | What is DRP - Basic DRP process - DRP tree - Using DRP table - Implementing DRP - Constraints of DRP  | 7  |
| Unit VI | Role of revenue management in the supply chain-Revenue management for multiple customer segments-Revenue management for perishable assets-Revenue management for seasonal demand Innovative pricing- Using revenue management in practice- supplier relationship management   | 7  |

**REFERENCE BOOKS:**

1. Anne T. Coughlan, Erin Anderson, Louis W. Stern, Adel I. El-Ansary – Marketing Channels – PHI Learning Private Limited – 7th Edition – 2008
2. Supply Chain Management: Strategy, Planning, and Operation (2<sup>nd</sup> Edition) by Sunil Chopra, Peter Meindl - 2007