

IntDis - International Distribution

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General information	
Module Code	IntDis
Unique Identifier	IntDistr-01-MA-M
Module Leader(s)	Eghbalian, Stefan (stefan.eghbalian@haw-kiel.de) Eckert , Raphael (raphael.eckert@haw-kiel.de)
Lecturer(s)	Eckert , Raphael (raphael.eckert@haw-kiel.de)
Offered in Semester	Wintersemester 2021/22
Module duration	1 Semester
Occurrence frequency	Regular
Module occurrence	In der Regel im Wintersemester
Language	Englisch
Recommended for international students	Yes
Can be attended with different study programme	No

Curricular relevance (according to examination regulations)
Study Subject: M.Sc. - IE II - Industrial Engineering II - weiterbildend Module type: Pflichtmodul Semester: 2

Qualification outcome
<i>Areas of Competence: Knowledge and Understanding; Use, application and generation of knowledge; Communication and cooperation; Scientific self-understanding / professionalism.</i>

Realize that new Internet-based technologies have created a metamorphosis in marketing channels. Recognize that today's customers expect more choices as to how, when, and where products and services are made available to them. Be aware of the need for multi-channel strategies and structures to satisfy heightened customer expectations for channel choice. Understand the definition of the marketing channel from a managerial perspective. See how marketing channels relate to the other strategic variables in the marketing mix. Know the flows in marketing channels and how they relate to channel management. Understand the principles of specialization and division of labor as well as contactual efficiency in marketing channels. Be familiar with the concepts of channel structure and ancillary structure and recognize the difference between them.

Familiarization of the classification of the major participants in the marketing channels. Understanding why producers and manufacturers find it necessary to shift many of the distribution tasks to intermediaries. Identify the major types of wholesalers. Awareness of the major trends in wholesaling structure, including patterns on size and concentration of wholesaling. Recognise the value of distribution tasks performed by the majority of wholesalers. Appreciate the complexity of the retail structure and familiarize the student with the different approaches used to classify retailers. Identify the major trends occurring in retail structure with regards to size and concentration. Identify the distribution tasks performed by retailers. Identify the retailer's changing role in the marketing channel. Appreciate the role played by facilitating agencies in marketing channels

Understand the impact of environment in a marketing channel context. Awareness of the major economic forces affecting marketing channels. Recognise that even "normal" economic conditions require marketing channel management attention. Be cognizant of how international or global competitive environments affect marketing channels. Be able to delineate the major types of competition in the context of marketing channel management and strategy. Appreciate the major sociocultural developments as they occur and with respect to the implications for marketing channels. Be alert to the rapid changes in technology and how such changes impact marketing channels. Gain an understanding of the basic anti-trust laws and how they apply to marketing channels. Be familiar with the key legal issues relating to marketing channels.

Understand how the marketing channel can be viewed as a social system as well as an economic one. Comprehend behavioral processes, such as conflict, power, role, and communication are inherent behavioral dimensions in marketing channels. How conflict emerges in marketing channels. Know the major causes of channel conflict. Be familiar with the effects of channel conflict. Recognise the major issues involved in managing channel conflicts. Become familiar with the concept of power as it applies to the marketing channel. Be aware of the basic research finds concerning the use of power. Be alert to the concept and use of roles in marketing channels. Have an appreciation for how behavioral processes can distort the flow of communications in the marketing channels.

Understand the meaning of channel strategy. Be able to describe the six basic distribution decisions that firms face. Have an awareness of the potential for channel strategy to play a major role in the overall corporate objectives. Recognise the relationship of distribution to the other variables in the marketing mix and the role of channel strategy. Be alerted to the conditions that tend to favor an emphasis on distribution strategy in developing the marketing mix. Appreciate the role of channel strategy in creating a differential advantage through channel design. Have a familiarity with the implications of the selection decision for channel strategy. Know the key strategic decisions faced by the channel manager in the management of the marketing channel. Understand the portfolio concept as it applies to motivating channel members. Be aware of the main channel strategy issues involved in the evaluation of channel members.

Understand the definition of channel design and the key distinguishing points associated with it. Realize that channel design is a complex process. Know the sequence of the channel design paradigm and understand the underlying logic of the sequence. Recognize a variety of situations that might call for a channel design decision. Be familiar with the concept of distribution objectives and the need for congruency with marketing and

Students have the ability based on scientific methods and knowledge to apply distribution strategies on international base. They are able to sort out and explain which methods and models are suitable to solve a given problem. They have the capability to find out the required information, to evaluate and to interpret them. Based on on this approach they are able to describe a given ptoblem, to analyse it, to formulate targets and measures and give recommendations to solve it. They can extend the results scientifically and work them up for publishing or reporting them to relevant stakeholders.

Students have the capability to present their result on university level as well as in front of laypeople. They are able to discuss complex specialized topics with professionals and can give instructions to single persons as well as to heterogenous groups. Within a professional discussion, students have the capability to mount a theoretical and methodical argumentation.

Based on this module students are able to act with with theoretical and methodical knowledge during their day to day business. They have the ability to work self-reliant on problems and are skilled to explain their own attitudes and strenght to their colleagues as well to non-professionals. Students of this module have the power to defend and evaluate their decisions in the context of social expectations and are able to revise them in case.

Content information

Content	MARKETING CHANNEL CONCEPTS THE CHANNEL PARTICIPANTS THE ENVIRONMENT OF MARKETING CHANNELS BEHAVIORAL PROCESSES IN MARKETING CHANNELS STRATEGY IN MARKETING CHANNELS DESIGNING MARKETING CHANNELS SELECTING THE CHANNEL MEMBERS TARGET MARKETS AND CHANNEL DESIGN STRATEGY MOTIVATING THE CHANNEL MEMBERS PRODUCT ISSUES IN CHANNEL MANAGEMENT
Literature	Bert Rosenbloom, Marketing Channels: A Management View, International Edition , 8th Edition, Cengage Learning

Teaching formats of the courses

Teaching format	SWS
Keine Präsenzzeit	3
Übung	1
Seminar	1

Workload

Number of SWS	5 SWS
Credits	5,00 Credits
Contact hours	60 Hours
Self study	90 Hours

Module Examination

Examination prerequisites according to exam regulations	None
IntDis - Fachspezifische Prüfungsform	Method of Examination: Fachspezifische Prüfungsform Weighting: 100% wird angerechnet gem. § 11 Absatz 2 PVO: Yes Graded: Yes Remark: Final mark composed of two team presentations, each weighted 50%

Miscellaneous	
Recommended Prerequisites	Basic knowledge of business sciences Very good command of English Good presentation skills