

Module Specification

Module Summary Information

1	Module Title	Channel Management and Routes to Market
2	Module Credits	20
3	Module Level	5
4	Module Code	MKT5026

5	Module Overview
<p>Channel management is the distribution part of the marketing mix, dealing with how manufacturers ensure products and services reach the target end consumer most effectively and efficiently.</p> <p>This module aims to equip you with the skills to plan and implement a channel strategy that is appropriate to product or service, selecting relevant intermediaries, channel role, as well as focussing on account management and negotiation techniques. This module demonstrates how marketing links to other areas of business such as sales and category planning and focusses on both the business-to-business and business to consumer relationships, providing that interdisciplinary approach that is outlined in the programme aims.</p> <p>The course will be taught in seminar sessions with significant group work analysing specific channel management scenarios. Students will be required to take part in role play and presentation activities that are central to the practice based learning approach of this module, enhancing your future employability.</p>	

6	Indicative Content
<p>The module content includes:</p> <ul style="list-style-type: none"> • Environmental analysis. • Evaluation of channel participants. • Channel management strategy. • Designing marketing channels. • Selecting and managing channel members, channel power and conflict. • Channel and the marketing mix. • Business to business account management. • Selling in and sales negotiation. • Evaluating channel performance. • Exporting to new channels. 	

7	Module Learning Outcomes
On successful completion of the module, students will be able to:	
1	Critically evaluate a marketing channel scenario using key concepts and theories.
2	Create a suitable channel management strategy and understand and develop account management techniques and strategies.

8	Module Assessment		
Learning Outcome			
	Coursework	Exam	In-Person
1	X		
2			X

9	Breakdown Learning and Teaching Activities	
Learning Activities	Hours	
Scheduled Learning (SL) includes lectures, practical classes and workshops, peer group learning, Graduate+, as specified in timetable	48	
Directed Learning (DL) includes placements, work-based learning, external visits, on-line activity, Graduate+, peer learning, as directed on VLE	36	
Private Study (PS) includes preparation for exams	116	
Total Study Hours:	200	