

COURSE CODE: ***MKG612M***
COURSE TITLE: **Management of Marketing Channels**
DEPARTMENT: **Marketing and Advertising**

REFERENCES

- Xianqing, Wang, Distribution Channel Control, (Singapore: Cengage Learning Asia. 2015)
- Bert Rosenbloom. Distribution Management, Philippine Edition, Cengage learning. Anne T. Coughlan, Erin Anderson, Louis W. Stern, Adel I. El-Ansary, Marketing Channels, 7th edition, (Englewood Cliffs, NJ: Prentice-Hall, Inc. 2006)
- Tynan, Kevin B., Multi-channel Marketing: Maximizing Market share with an Integrated Marketing Strategy, (Kuala Lumpur : Golden Books Center SDN, BHD, 1994)
- Bowersox, Donald, Cooper, Bixby M., Strategic Marketing Channel Management, (USA: Mc-Graw Hill. 1992)
- Pellegrini, Luca, Reddy, Srinivas K., Retail and Marketing Channels, (New York: Routledge. 2013)