

Course Code: MADDISC / MARKDIS

Course Title: Distribution Channels in Marketing and Advertising

Course Description:

Marketing Distribution (MADDISC) is major subject that teaches students about the different channels in the Philippine context and the best way for fast moving consumer goods to reach the shoppers through their route to market. These channels include the following: sari-sari stores/ market stalls, convenience stores, drug stores, grocery, wholesalers and supermarkets. This course also teaches students how to develop channel strategies and programs taking the total channel role, consumer behavior and channel distribution strategy in consideration. Aside from that, this course will also touch on the basic principles of retail marketing and how these concepts affect the other marketing mix.

Department: Marketing and Advertising

Required text and materials

Coughlan, Anne T., Anderson, Erin, Stern, Louis W., El-Ansary, Adel I., Marketing Channels, 7th edition, (Englewood Cliffs, NJ: Prentice-Hall, Inc. 2006)

Other References

Rosenbloom, Bert., Marketing channels : a management view, (Fort Worth : Dryden Press, c1999)

Tynan, Kevin B., Multi-channel Marketing : Maximizing Market share with an Integrated Marketing Strategy, (Kuala Lumpur : Golden Books Center SDN, BHD, 1994)

Chaffey, D. (2021). Push and pull distribution strategy. Smart Insights.

Shelton, B. R. (n.d.). Retail Trade Area Analysis: Data in High Demand by Developers. Buxton.

Sonntag, M. (2021). Product Distribution Strategy: The Ultimate Guide. Repsly.

Zande, J. V. (2020). What is e-commerce? Definition, benefits, examples. The Future of Customer Engagement and Experience.