

(Table 5.2) Course unit description

Study program: Business Economics and Management				
Type and level of studies: Graduate academic studies - master				
Course unit: Distribution Channel Management				
Teacher in charge: Gordana Z. Radosavljevic, Katarina N. Borisavljevic				
Language of instruction: English				
ECTS: 8				
Prerequisites: basic knowledge in the field of Management channel and Distribution				
Semester: SS, Elective at the Marketing and Tourism Management Modules				
Course unit objective:				
<p>The objective of the course is to provide the students with theoretical and practical knowledge in the field of distribution of products and services. Trade and total distribution represent a significant segment of the marketing system. Students are introduced to the complex relationships between participants in trade and other channels of distribution of goods and services on the domestic and international market.</p>				
Learning outcomes of Course unit				
<p>Knowledge gained in this course is the basis for effective management of commercial and distribution activities among all market participants. Students are introduced to all aspects of the distribution channel management process and are trained to solve practical problems related to distribution activities.</p>				
Course unit contents				
<i>Theory teaching</i>				
<ul style="list-style-type: none"> • <i>Theoretical basis for managing the distribution channels</i> • <i>Institutional and functional structure of the marketing channel</i> • <i>Planning a marketing channel</i> • <i>Co-operation and integration in marketing channels</i> • <i>Development of strategic partnership and marketing of long-term relationships</i> • <i>Electronic marketing channels</i> • <i>Physical distribution in the marketing system</i> • <i>Globalization of the global market and internationalization of the marketing channel</i> • <i>Global flows in the structure of the European Union's marketing channel</i> • <i>Basic elements of supply chain management</i> 				
<i>Practical classes: Individual and group presentations and solving tasks and business examples</i>				
Literature				
<ol style="list-style-type: none"> 1. Rosenbloom, B., Marketing Channels: a Management View, South/ Western Cengage Learning, USA, 2011 2. Coughlan A., Anderson Erin, Stern Lous and El- Ansary, Marketing Channels, Prentice Hall, 2006 				
Number of active teaching hours				Other classes
Lectures 2	Practice 2	Other forms of classes 0	Independent work 4	1
Teaching methods				
Examination methods (maximum 100 points)				
Exam prerequisites	No. of points:		Final exam	No. of points:

Student's activity during lectures	10	oral exam	30
practical classes	10	written exam	
Tests	30		
Seminars/homework	20		
Project			
Other			
Grading System			
Grade	Bo. Of Points:		Description
10	91-100		Excellent
9	81-90		Exceptionally good
8	71-80		Very good
7	61-70		Good
6	51-60		Passing
5	0-50		Failing