

Annex No. 3		First Cycle Studies Course Programme			
1.	Course Title	Managing Marketing Channels			
2.	Code	MKT 230			
3.	Study programme	Marketing			
4.	Organizer of the study programme (university unit i.e. institute, chair, department)	Ss. Cyril and Methodius University in Skopje Faculty of Economics - Skopje Chair of Marketing			
5.	Level (first, second, third cycle)	First cycle			
6.	Academic year / semester	2022-2023 2 nd (summer semester)	7.	Number of ECTS credits	7.5
8.	Professor	Prof. Ezeni Brzovska, PhD			
9.	Preconditions for enrolment	None			
10.	<p>Course Objectives (Competencies):</p> <p>The main focus of the syllabus is managing marketing channels. In the dynamic marketplace it is essential developing sustainable competitive advantage through the optimal combination of the marketing channels.</p> <p>Whiten the course – through concrete practical examples would be analyze and identify marketing channels strategies.</p> <p>During the classes it will be detected the reasons for causes of channel conflict and bases of power for channels conflict.</p> <p>Through concrete practical examples, discussion and case studies it will be analyze the opportunities that marketing channels are facing of – transformation of marketing channels, the impact of digital technology, international channel perspectives, the franchise concept and characteristics of marketing channels for services.</p> <p>After taking this course, students should be able to:</p> <ol style="list-style-type: none"> 1. Understand the terminology for marketing channels 2. Capable of connecting the theoretical foundation with the business concept regarding marketing channels 3. Analyze and implement certain aspects regarding marketing channel strategies 4. Capable of managing and evaluating marketing channels 5. Analyses the challenges of omni channels 				
11.	<p>Course content:</p> <ol style="list-style-type: none"> 1. Marketing channel system 2. Developing the marketing channels 3. Strategy and designing of marketing channels 4. Managing marketing channels 5. Evaluating channel member performance 6. Electronic marketing channels 7. Franchise marketing channels 8. Marketing channels for services 9. International channel perspectives 10. Omno channel strategies 				
12.	Learning methods:				
13.	Total hours	7.5 ECTS x 30 classes = 225 classes			
14.	Allocation of hours per activity	60+30+30+15+90 = 225 classes			
15.	Types of teaching activates	15.1.	Lectures	60 classes	
		15.2.	Exercises (Seminars)	30 classes	
16.		16.1.	Projects	30 classes	

	Other types of activities	16.2.	Writing Assignments	15 classes	
		16.3	Homework	90 classes	
17.	Grading method: 60+30+10=100 points				
17.1.	Tests (Domain, Essay, Multiple choice exam, Case)	60%			
17.2.	Individual or Group Assessment / projects (Case Presentation, Case Analysis, Quizzes, Writing Assignments)	30%			
17.3.	Attendance and class participations	10%			
17.4.	Tests	60 points			
18.	Grading scale	less than 50 points	5 (five) (F)		
		from 51 to 60 points	6 (six) (E)		
		from 61 to 70 points	7 (seven) (D)		
		from 71 to 80 points	8 (eight) (C)		
		from 81 to 90 points	9 (nine) (B)		
		from 91 to 100 points	10 (ten) (A)		
19.	Preconditions for taking the final exam	Realized activities from points 15 and 16			
20.	Language	Macedonian (or English)			
21.	Evaluation method	Internal evaluation and survey			
22.	Literature				
	22.1.	Compulsory literature			
		No.	Author	Title	Publisher
		1.	Rosenbloom, B.	Marketing Channels	Cengage Learning, USA
		2.	Palmatier, R., Sivadas, E., Louis, S. and El-Ansary, A	Marketing Channel Strategy – An Omni Channel Approach	Taylor & Francis
		3.	Kotler, P. and Armstrong, G.	Principles of marketing (Retailing and Wholesaling)	Pearson
		2020			
	22.2.	Additional literature			
		No.	Author	Title	Publisher
		1.	Mason, T. and Knights, M.	Omnichannel Retail: How to build winning stores in a digital world	Kogan Page
				2019	

		2.	Levy, M., Weitz,B. and Grewal, G.	Retailing Management	McGraw Hill	2018
		3.	Palmatier, R., Louis, S., Stern, El- Ansary, A and Anderson, E.	Marketing Channel Strategy	Pearson	2015