

Course syllabus

1. Core data

Course code	Credits	Semester
MARK084NAMB	6	2024/25/2
Course title in Hungarian		
Channel Design		
Course title in English		
Channel Design		
Course title in other language		
Course leader	Institute	
Agárdi Irma	Institute of Marketing and Communication Sciences	
Language of instruction	Type of final assessment	
English	Exam	
Number of theoretical classes per week (full-time programmes)	Number of practical classes per week (full-time programmes)	
2	2	
Number of theoretical classes per semester (part-time programmes)	Number of practical classes per semester (part-time programmes)	
0	0	
Available for preferential study schedule		
Yes		

2. Main features

Course objectives
The Channel Design course offers students a foundation for how supply chain activities and the distributive trade itself create value for customers, business partners, and the company itself. Hands-on experience with real-life business problems. Participants are exposed to both theoretical subjects and real-life experiences during the course. Further, they create an understanding of linkages across different marketing and business areas that jointly aim to create and enhance the customers' (retail) experience while leading to the fulfilment of marketing strategy goals.
Brief description of the course
An essential part of the course is to capture the theoretical background (power, conflict, transaction costs), the drivers of digitalization, the organizational diversity and the dimensions of channel performance and its measurements. Further, the course prepares participants to acquire the right management skills (motivation, conflict resolution, day-to-day management activities) that allow firms to work in an omnichannel environment that is prevalent today to achieve optimal results in the modern distributive ecosystem.
Relationship with other courses of the programme
Marketing Management provides the basic marketing concepts and strategies that are must-haves for this course. Applied Research Methods give a basic understanding of the different data types and research methods. Retail Experience serves as a consumer-side foundation for this course.

3. Learning outcomes

Skill	Knowledge	Attitude	Autonomy and Responsibility
The student makes proposals for business development and implements innovation projects considering the marketing profession's requirements.		The student is open to representing the design attitude in marketing decision-making and considers a problem as an opportunity. The student is aware of the importance of	The student establishes and organizes a larger organization or organizational unit. The student makes decisions about process improvement through

The student creates synergies between marketing sub-fields, especially with communication.		basic distribution processes and embraces their innovative changes	collaborating with others. The student assesses the work of themselves and their teammates critically The student takes responsibility for own work, the managed organization and its employees.
The student locates and uses important digitalization formats and can analyse their impact. Creates a trade process digitalization solution.		The student is constantly looking for distribution solutions that increase customer experience. The student aspires to coordinate different marketing areas to provide optimal distribution solutions. The student is willing to experiment with innovative distributive solutions. The student aspires to create the optimal channel mix to improve customer satisfaction. The student pioneers new distribution solutions. The student is open to improvements in distribution management and its measurement improvements, including new data sources and measurement touchpoints.	
The student identifies sources of conflict and comes up with conflict resolution solutions.			
The student links customer satisfaction and the optimal distribution channel mix.			
The student analyses the process and formulates improvement recommendations.			
The student analyses complex distribution solutions.			
The student possesses the right analytical skills and is capable of suggesting new measurement solutions.			

4. Mandatory readings

Required literature	URL
Kusum L. Ailawadi, Paul W. Farris (2020): Getting Multi-Channel Distribution Right. Wiley ISBN: 978-1-119-63288-7	https://www.wiley.com/en-us/Getting+Multi+Channel+Distribution+Right-p-9781119632887
Wu, B., Chen, Y., & Naik, P. A. (2024). EXPRESS: How Own Delivery Services Influence Customer Behavior and Sales in Online Retail? Building Trust and Improving Delivery Quality in Digital Economy. Journal of Marketing	https://doi.org/10.1177/00222429241239892
Friess, M., Haumann, T., Alavi, S., Oproiescu, A. I., Schmitz, C., & Wieseke, J. (2024). The contingent effects of innovative digital sales technologies on B2B firms' financial performance. International Journal of Research in Marketing. Vol. 41, 703-723	http://dx.doi.org/10.1016/j.ijresmar.2024.05.004
Eshghi, K., & Ray, S. (2021). Conflict and performance in channels: a meta-analysis. Journal of the Academy of Marketing Science, 49, 327-349.	https://doi.org/10.1007/s11747-020-00751-1
Geyskens, I., Deleersnyder, B., Dekimpe, M. G., & Lin, D. (2024). Do consumers benefit from national-brand listings by hard discounters?. Journal of the Academy of Marketing Science, 52(1), 97-118.	https://doi.org/10.1007/s11747-023-00937-3
Galliano, S., Moreno, A. (2019): Operations in an Omnichannel World. Springer Series in Supply Chain Management Vol. 8.	http://www.springer.com/series/13081
Gillis, W. E., & Combs, J. G. (2009). Franchisor strategy and firm performance: Making the most of strategic resource investments. Business Horizons, 52(6), 553-561.	http://dx.doi.org/10.1016/j.bushor.2009.07.001

Groysberg, B., Hecht, E. M. S., & Naik, A. (2019). Who's the most important member of an NFL franchise. Harvard Business Review. Digital Article.	
Harrison, S., Carlsen, A., Skerlavaj, M. (2019): Marvel's Blockbuster Machine. How the Studio Balances between Continuity and Renewal. Harvard Business Review. July-August 2019, 137-145.	
Wu, L., Yang, W., & Wu, J. (2021). Private label management: A literature review. Journal of Business Research, 125, 368-384.	https://doi.org/10.1016/j.jbusres.2020.12.032
Beacom, E. and Bergin, A. (2024), "Private label partnerships with retailers: a risk or opportunity for producers?", International Journal of Retail & Distribution Management, Vol. 52 No. 13, pp. 16-30.	https://doi.org/10.1108/IJRDM-08-2023-0494
Hermans, M., Cleeren, K., & Raassens, N. (2024). The effectiveness of advertising and price during conflict delistings. International Journal of Research in Marketing. published online	https://doi.org/10.1016/j.ijresmar.2024.12.001
Van Crombrugge, M., Breugelmans, E., Breiner, F., & Scheiner, C. W. (2024). Assessing the multichannel impact of brand store entry by a digital-native grocery brand. Journal of Marketing, 88(3), 88-109.	https://us.sagepub.com/en-us/journals-permissions
Van Crombrugge, M., Breugelmans, E., Gryseels, F., & Cleeren, K. (2024). How Retailers Change Ordering Strategies When Suppliers Go Direct. Journal of Marketing, published online	https://us.sagepub.com/en-us/journals-permissions