1) Managing marketing channels
- mechanisms for achieving coordination and cooperation
- bases of power
- combining the power basis
- the relationship between dependence and conflict
- conflict over role performance
- causes of channel conflict
  - population issues
  - division of labour issues
  - technology issues
  - pathological conflict
- effective conflict management
- the need for channel leadership

2) Organizational patterns in marketing channels
- vertical marketing system defined
- conventional marketing channel
- vertical marketing system
- voluntary and cooperative groups
- franchise system
3) Legal constraints of the inter organisational management of marketing channels

- legal limitations on the use of coercive power
- legal limitations of the use of reward power
- legal limitations regarding vertical integration
- the debate over vertical restraints

4) Channel management by channel participants

- channel management by manufacturers
- channel management by wholesalers
- channels management by retailers
- channel management by physical distributing agencies
- joint channels management through partnership who should lead he channel

Books for references

- MARKETING CHANNELS by LOUIS W STERM/ADEL.I.EL.ANSARY
- MARKETING MANAGEMENT BY PHILIP KOTLER
- STRATEGIC MARKETING,MARKETING DECISION FOR STRATEGIC ADVANTAGE BY MUSADIQ.A.SHAHAF BY P.H.I
- Marketing Management by Arun and Meenakshi
1) Channel communication and information system
   - rudiments of channel communication
   - information and communication technology
   - towards electronic marketing channel
   - the sales force as an information source in marketing channels
   - channels flows and channel communication

2) assessing marketing channels performance
   - gauging the sociality contribution of distribution
   - assessing channel performance from a managerial perspective
   - channel performance from a microperspective

3) channel management in other countries
   - inter organisational perspective of alternative forms of international expansion
   - designing international distribution stategies
   - wholesale linkages to foreign markets
   - retailing in international markets
- international marketing channels for country trade
- problems in establishing and managing international marketing channels
- international physical distribution
- international sourcing

4) marketing channels for services

- channel configuration
- channel marketing
- applying channel conceptions services with example

Books for references

- MARKETING CHANNELS by LOUIS W STERM/ADEL.I.EL.ANSARY
- MARKETING MANAGEMENT BY PHILIP KOTLER
- STRATEGIC MARKETING, MARKETING DECISION FOR STRATEGIC ADVANTAGE BY MUSADIQ.A.SHAHAF BY P.H.I
- Marketing Management by Arun and Meenakshi