MKT 555- Marketing Channels

You Should Take This Class If You

- Want to learn basic principles of organizing and managing marketing channels.
- Want to apply these principles to actual firm situations.
- Wish to learn analyze, evaluate, and make decisions relating to channel management.

Course Description

Examination of strategic decision making in marketing channels with emphasis on the structure and management of channels. Intensity in distribution, vertical integration, how roles in the channel are formulated, types of intermediaries and multiple channels of distribution.

Deliverables

- Class Participation
- Final Exam
- Second Exam
- Semester Project

Course Essentials

16536
Monday, Wednesday
11- 12:20pm

Professor Gary Frazier
HOH 612
frazier@marshall.usc.edu
(213) 740-5032