



GUJARAT TECHNOLOGICAL UNIVERSITY

Syllabus for Bachelor of Vocation (B.Voc), 4th Semester

Branch: Sales & Marketing Management

Subject Name: Marketing Channels

Subject Code: 1142207

Type of course: OJT Elective

Teaching and Examination Scheme:

Teaching Scheme			Credit C	Examination Marks				Total Marks
L	T	P		Theory Marks		Practical Marks		
				ESE (E)	PA (M)	ESE (V)	PA (I)	
0	0	15	15	0	0	100	100	200

L- Lectures; P- Practical; OJT- On Job Training; C- Credit; ESE- End Semester Examination; PA- Progressive Assessment

Content:

Sr. No.	Content	Hrs.	% Weightage
1	Introduction of Marketing channels, functions of Marketing channels, types of Marketing Channels, objectives and importance of Marketing Channel.	50	25
2	Various Marketing Channel: Wholesaler, Functions of wholesaler, Retailer, functions of Retailer, current scenario of Retailing, Franchising.	40	25
3	Distributor, Dealer, Agent, Types of Agents, Agency, Types of Agency, auction, types of auctions, Supply Chain Management	60	25
4	Marketing channel in International Business, Joint venture, Mergers & Acquisition , strategic alliance, Export-Imports, Foreign Direct Investment	50	25
	Total	200	

Course Outcomes:

Sr. No.	CO Statement	Marks % Weightage
CO-1	Learn various Marketing Channel and how to handle business with the help of various channels.	25
CO-2	Know how to develop business at International Level.	25
CO-3	How market deals with various channels like agency, franchise etc.	25
CO-4	Learn various functions of Marketing channels at national and international level.	25