

Successful value creation needs successful value delivery. Holistic marketers are increasingly taking a value network view of their businesses. Instead of limiting their focus to their immediate suppliers, distributors and customers, they are examining the whole supply chain that links raw materials, components and manufactured goods and shows how they move toward the final consumers. Companies are looking at the suppliers' suppliers upstream and at the distributors' customers downstream. They are looking at customer segments and considering a wide range of different possible means to sell, distribute and service their offerings. Companies today must build and manage a continuously evolving and increasingly complex channel system and value network.

The Course at a Glance:

Most producers do not sell their goods directly to final users. Between producers and final users stands one or more marketing channels, a host of marketing intermediaries performing a variety of functions.

Marketing-channel decisions are among the most critical decisions facing management. The company's chosen channel(s) profoundly affect all other marketing decisions.

Companies use intermediaries when they lack the financial resources to carry out direct marketing, when direct marketing is not feasible and when they can earn more by doing so. The most important functions performed by intermediaries are information, promotion, negotiation ordering, financing, risk taking, physical possession, payment and title.

Manufacturers have many alternatives for reaching a market. They can sell direct or use one-, two- or three-level channels. Deciding which type(s) of channel to use calls for analysing customer needs, establishing channel objectives and identifying and evaluating the major alternatives, including the types and numbers of intermediaries involved in the channel.

E-commerce has grown in importance as companies have adopted 'brick-and-click' channel systems. Channel integration must recognise the distinctive strengths of online and offline selling and maximise their joint contributions.

What will I achieve from this course? By the end of this course you will be able to:

- Describe the concept of the value chain and the key elements in a supply chain.
- Explain what a distribution channel is and what functions distribution channels perform for manufacturers.
- Describe the types of intermediaries found in distribution channels.
- Explain how retailing has evolved.
- Describe how retailers are classified.
- Describe the benefits and limitations of B2C e-commerce.

This course is one of the steps leading to achievement of the following Units of Competency:

BSBMKG501B Identify and Evaluate Marketing Opportunities
BSBMKG502B Establish and adjust marketing mix
BSBMKG602A Develop a Marketing Plan

How long will this course take?

- This course is delivered over two 4-hour sessions. Please see the course schedule for dates.
- On completion you will receive a Certificate of Participation.

