

# **MKT 216: Supply Chain and Channel Management**

(Focus area-IV : sales and Marketing)

*Credits: 3*

*Lecture Hours: 48*

## **Course Objective**

This course aims to develop students' understanding in the area of supply chain management and channel management with a view to develop their skills in management of supply chain functions and effective management of marketing channels.

## **Course Description**

The supply chain management (SCM) has been recognized today as the most critical aspect in a business organization's capability to create and deliver value to customers. Similarly, marketing channels are equally important in the value delivery process. This course deals on the role and importance of SCM, SCM structure, supply chain drivers, strategic decisions in supply chain, distribution channel functions and flows, and designing customer-oriented marketing channels.

## **Course Detail**

### **Unit 1: Introduction**

**LH 8**

Supply chain concepts. Macro process of supply chain. Supply chain decision hierarchy. Supply chain structure: determining factors. Forms of supply chain: push-based, cost-efficient, cost-centric, pull-based, agile supply chain systems.

### **Unit 2: Supply Chain Drivers**

**LH 8**

Supply chain performance drivers: facilities management, inventory management, transportation, information, sourcing, and pricing. Trade offs in designing supply chain drivers: demand and supply conditions, negotiating powers, innovations, resource-based strategy, technology, and government policies.

### **Unit 3: Strategic Decisions in Supply Chain Management**

**LH 5**

SCM decisions and its linkages to firm's strategies. Third party logistics in supply chain. Fourth party logistics

### **Unit 4: Channel Management**

**LH 6**

Nature and importance of marketing channels. Key channel functions. Value enhancement through channels. Channel management decision areas.

### **Unit 5: Designing Customer-oriented Marketing Channels**

**LH 8**

Understanding customer requirements. Conceiving the channel flows. Linking service output to channel flows. Channel cost analysis. Ideal channel decision. Channel design considerations.

**Unit 6: Channel Information System (CIS)**

**LH 6**

Nature and forms of CIS. Motives and challenges in CIS. CIS components. Steps in designing a CIS.

**Unit 7: Managing Channel Member Behavior**

**LH 7**

Channel dynamics. Channel relationships, control, power, and positioning. Channel influence strategies. Channel conflicts: causes and resolution.

**Text and References**

1. N. Chandrasekaran, *Supply Chain Management*, Oxford University Press.
2. Tapan K Panda and Sunil Sahadev, *Sales and Distribution Management*, Oxford University Press.