



## Course Description – Curriculum

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**Subject :** 2605329 Marketing Channel

MKTG CHANNEL

**Credits :** 3(3-0-6)

**Course Condition: Prerequisite:** 2605311

**Description :** Meaning, roles and importance of marketing channel; marketing channel structure; types of marketing channel; retailing and wholesaling; marketing channel design and management; developing marketing channel strategy; channel conflict and problem solving.

