

MKTG 7001 APPLIED CHANNEL SYSTEMS

Credit Points 10

Legacy Code 200733

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Description This unit introduces students to various channel structures and their differing supply and distribution patterns; especially contemporary channel structures (Retail, eMarkets, etc.) will be addressed. Topics include value chain strategy and management, negotiation as well as the dealing with power and other relationship atmosphere elements.

School Business

Discipline Marketing

Student Contribution Band HECS Band 4 10cp

Level Postgraduate Coursework Level 7 subject

Equivalent Subjects LGYA 8745 - Business Marketing Strategy

Restrictions

Students must be enrolled in a postgraduate program.

Learning Outcomes

1. Evaluate brand equity using appropriate theoretical frameworks and tools.
2. Assess brand strategies in a technology and driven marketplace.
3. Apply appropriate tools for brand portfolio management.
4. Effectively communicate brand strategies using a range of formats

Subject Content

1. Nature and difference between Brand & Product Management
2. Product Development
3. Essence of Building Strong Brands
4. Development of Digital Marketing Strategies
5. Importance of Innovation and Consumer Agency
6. Interactive Marketing Strategies
7. Brand Relationships
8. Brand Portfolio Management

Special Requirements

Essential equipment

A computer and internet access

Prescribed Texts

- Keller, K.L. and V. Swaminathan 2019, Strategic brand management - building, measuring and managing brand equity, 5th Global edition, Pearson Higher Ed USA. [Or latest edition]

Teaching Periods