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around the marketing mix, i.e. product, price, place and promotion. Channel Flow and Structure

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marketing channels: A marketing channel is a set

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of practices or activities necessary to transfer the ownership of goods, and to move goods, from the point of production to the point of consumption and, as such, which consists of all the institutions and all the marketing activities in the marketing process.

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Marketing channel decisions

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are among the most important decisions that management faces today. Indeed, if one looks at the major strategy of the marketing mix (product, price, promotion and distribution), the greatest potential for achieving a competitive advantage now lies in distribution (Obaji, 2011).

## **Literature review on Distribution Channels Management ...**

Finding new channels and maximizing the potential of those channels is the main goal of channel marketing. It is primarily a business to business (B2B) marketing strategy, involving

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businesses marketing themselves to other businesses rather than individual consumers.

## **Channel Marketing | What is Channel Marketing?**

- See how marketing channels relate to the other strategic variables in the marketing mix.
- Know the flows in marketing channels and how they relate to channel management.
- 

Understand the principles of specialization and division of labor as well as contactual efficiency in marketing channels.

## **Marketing Channel Systems**

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