| Course unit Descriptor | **Faculty of Economics Subotica** | UNIVERZITET U NOVOM SADU UNIVERSITY OF NOVI SAD |
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## GENERAL INFORMATION

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|---|---|
| Study program in which the course unit is offered | Management and Business, module: Marketing |
| Course unit title | Technological progress and marketing channels |
| Course unit code | DR-656 |
| Type of course unit[1] | Optional |
| Level of course unit[2] | Doctoral |
| Semester when the course unit is offered | Second |
| Year of study (if applicable) | Three |
| Number of ECTS allocated | 10 |
| Name of lecturer/lecturers | Radenko Marić<br>Sonja Vučenović<br>Goran Vukmirović |
| Mode of course unit delivery[3] | Face-to-Face |
| Course unit pre-requisites (if any) | - |

## PURPOSE AND OVERVIEW (max 5-10 sentences)

Technological progress in recent years led to the development of electronic marketing channels, as a form of transformation of a trade. By using the electronic marketing channel, products and services are made available to customers thanks to interactive electronic means. With the application of the Internet it is possible to link directly manufacturers and end users, which opens the possibility of exclusion of intermediaries. If all intermediary activities take place on the Internet, than participant is "pure-play", such as electronic distributors and electronic brokers. With the application of intermediation in electronic marketing channels, the time and location function of trade disappears due to the elimination of distance, homogenization of time and location insignificance. Technological advances move the distribution from channel marketing to the medium, whereby the primary marketing channel strategy focuses on interactivity. Increasing involvement of electronic channel marketing strategy through the classification, sorting, routinisation and research, leads to significantly higher efficiency compared to traditional marketing channels.

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[1] Compulsory, optional
[2] First, second or third cycle (Bachelor, Master's, Doctoral)
[3] Face-to-face, distance learning, etc.

**LEARNING OUTCOMES (knowledge and skills)**

The outcome of the course is mastering the knowledge in the field of technological progress and marketing channels, and training of PhD students for independent research in the aforementioned areas, with the aim of finding new scientific insights

**SYLLABUS (outline and summary of topics)**

Theory

• The impact of technological progress on the development of marketing channels

• The target market and strategy of designing the modern marketing channels

• Electronic marketing channels as a new form of trade transformation

• Structure of electronic marketing channels

• Development trends of electronic marketing channels

• Selection of members and electronic marketing channels

• Evaluation of the advantages and disadvantages of electronic marketing channels

• Strategies of electronic marketing channels

Practice

Practical study: Case studies , implementation of research and presentation of the project

**LEARNING AND TEACHING** (planned learning activities and teaching methods)

Discussions, presentations, research work, team work, case study, communications with practitioners.

**REQUIRED READING**

1. Berman B., Evans J. R.: Retail Management, A Strategic Approach, Thirteenth Edition, Pearson Education Limited, 2018.
2. Rosenbloom B.: Marketing Channels, A Management View, Eight Edition, South-Western, Cengage Learning, 2013.
3. Turban E., Outland J; King D.; Kuy Lee J.; Liang T. P. Turban D. C.: Electronic Commerce 2018., A Managerial and Social Networks Perspective, Springer, 2018.
4. Laudon K.C., Traver C. G.: E-Commerce 2017. Business. Tehnology. Society., Thirteenth Edition , Pearson Education Limited, Harlow, England, 2018.

**ASSESSMENT METHODS AND CRITERIA**

| Prerequisites for the final exam | points | Final exam | points |
|---|---|---|---|
| Active class participation | 10 | Final examination  (Written examination) | … |
| Paperwork | 40 | Oral exam | 30 |
| Preliminary exam(s) | … | | |
| Case Study | 20 | | |
| Total: | **70** | Total: | **100** |

The methods of knowledge assessment may differ; the table presents only some of the options: written exam, oral exam, project presentation, seminars, etc.

**LANGUAGE OF INSTRUCTION**

ENGLISH