

Scandinavian Academy
Training Center

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Riyadh - Al Khaleej District - Sheikh Abdul Aziz Bin Abdul Rahman Bin Bishr Street - 13223 - Office No. 5 | P.O.BOX : 13224

Course: Marketing Channels Distribution Channel Management

Code	City	hotel	Start	End	price	Language - Hours
SM-460SA	Riyadh	Hotel Meeting Room	2026-12-20	2026-12-24	9950 SR	En - 25

Why Choose this Course?

This course deals with channels of distribution, the means through which the vast array of products and services are made available to customers. In the age of globalization customers nowadays expect more and better channel choices for gaining access to the products from all over the world.

Channels of distribution are a critical element of business strategy which, if planned properly, enables companies to build up a competitive advantage over their rivals.

New technologies as well as globalization have dramatically transformed marketing channels and the way, how and where customers want to use them. Broad principles will be discussed by which a company expects to achieve its distribution objectives for its target markets.

Workshop highlights include:

- Overview of the functions performed by channels and the value they create
- Characteristics of retailing and important retail marketing decisions
- How to design a marketing channel and select channel members
- Power and conflict in distribution channels
- Franchising as a distribution alternative
- Electronic marketing channels and service channels

What are the Goals?

Upon completion of this course delegates will be able to:

- Understand the importance of channels in the context of the 4 P´s of Marketing
- Understand what value channel members create
- Analyse the different types of market coverage
- Appreciate the main retail positioning strategies
- Determine what type of intermediaries can be used in a channel

Who is this Course for?

This course is suitable to a wide range of professionals but will greatly benefit:

- Sales- and Marketing professionals who work in a channel function
- Participants will be involved in the selection of and cooperation with channel members such as retailers, wholesalers, franchisees.
- Professionals who are working in either retail or wholesale
- Participants who are considering to become a franchisee or a franchisor

How will this be Presented?

- This course has a foundation in the relevant theory and includes a number of company examples of how successful companies apply it.
- The training process is a combination of lectures, small group work on real company cases and practical exercises to apply knowledge.
- The course is delivered by a highly experienced business senior business manager who has a long experience in channel management.

The Course Content

Day One

The structure and function of marketing channels

- The value that distribution channels create
- Marketing flows in channels and contact efficiency
- Typical channel structures
- Service outputs of channels
- Channel strategy defined
- Gaining differential advantage with channels

Day Two

Retail and Wholesale

- The characteristics of retailing
- Retail marketing decisions: target markets and retail positioning strategy
- Retail strategic profit model and Mgt Horizons Impact Model
- Non-store retailing
- Retail store brands & Retail Trends
- Types of wholesalers

Day Three

Channel design and the selection of channel members

- Key challenges in channel design
- Direct or indirect distribution
- Exclusive-, selective-, intensive distribution
- Variables affecting channel structure & who engages in channel design
- The process of selecting channel members
- What channel partners expect to get from the manufacturer

Day Four

Power and conflict in distribution channels; Franchising

- Why power is used in channels
- The nature of channel conflict and conflict resolution strategies
- Franchising advantages and disadvantages for the franchisor and for the franchisee
- Types of franchising
- Franchise sales process
- Key success drivers in franchising

Day Five

Electronic- and service channels

- The structure of electronic marketing channels
- Disintermediation versus reintermediation
- Mobile electronic channels
- Advantages and disadvantages of electronic marketing channels
- Service channels: special characteristics of services
- Customization of services and customer involvement

The Scandinavian Academy for Training Center adopts the latest scientific and professional methodologies in training and human resource development, aiming to enhance the efficiency of individuals and organizations. Training programs are delivered through a comprehensive approach that includes:

- Theoretical lectures supported by PowerPoint presentations and visual materials (videos and short films).
- Scientific evaluation of participants before and after the program to measure progress and knowledge acquisition.
- Brainstorming sessions and practical role-playing to simulate real-life scenarios.
- Case studies tailored to align with the training content and participants work nature.
- Assessment tests conducted at the end of the program to evaluate the achievement of training objectives.

Each participant receives the training material (both theoretical and practical) in printed form and saved on a CD or flash drive. Detailed reports, including attendance records, final results, and overall program evaluations, are also provided.

Training materials are prepared professionally by a team of experts and specialists in various fields. At the end of the program, participants are awarded a professional attendance certificate, signed and accredited by the Scandinavian Academy for Training Center.

Program Timings: 9:00 AM to 2:00 PM

The program includes:

- A daily buffet provided during the sessions to ensure participants comfort.
- A closing ceremony on the final day to distribute certificates and celebrate participants achievements.
- **Note: All prices are exclusive of 15% Value Added Tax (VAT).**

Our Success Partners

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