

Type and level of studies: PhD Studies				
Title of the study program:				
<ol style="list-style-type: none"> 1. Economics 2. Business Management 3. Statistics 				
Subject title: Trade and Distribution Channels				
Subject code: DTKD				
Number of ECTS: 9				
Subject status (Compulsory / Elective): Elective				
Teacher/s (Name, last name): Goran Petković, Slobodan Aćimović, Zoran Bogetić, Dragan Stojković				
Number of active teaching lessons:				Other lessons 0
Lectures: 3	Practice classes: 0	Other forms of teaching: 0	Study research work: 3	
Prerequisite: No				
Subject objective: Subject objective is provide students complex theoretical and practical knowledge in the field of modern trade and distribution system functioning in the global marketplace. Focus is on trade and other market institutions and on trade policy and competition. The objective is to study complex relationships among participants in trade and other distribution channels in domestic and international marketplace. In addition, traditional and electronic marketing channels have been studied. The key objective is that students get familiar with the most recent flows and strategies in development of long term relationships among manufacturers, traders and consumers.				
Subject outcome (gained knowledge): Knowledge which students gain in this subject are base for studying complex problems in functioning of modern trade and whole distribution. Students get familiar with research methodology for studying all key issues in the relationships among trade and other marketers in the distribution system at global marketplace. In addition, they gain knowledge in the field of creating positioning strategies for trade and other market institutions.				
Subject content/structure: Trade revolution and intensive evolution of trade importance and other marketing channels. Evolution of trade functions as marketing and market institution. Trade development strategy in the macro economy. Market structures and competition as trade development factors. Theory and methodology of location. Evolution of trade institutions and trade network. Organization and functioning of wholesale. Organization and functioning of retail. Conflict management in marketing channels. Cooperation and integration in marketing channels. Changes in the power relations between members of marketing channels. Development of strategic partnership and marketing of long-term relationships. Strategies of trade internationalization strategies and creation of integrated supply chains. Trade and distribution system of services. E-commerce and electronic marketing channels and distribution. Multi-channel concept in modern trade. Modern trends in globalization of world market, trade and distribution. Trade policy –importance for trade development and development of the overall distribution system				

Teaching methods:

Mentoring and consultative teaching are main methods. The student continuously receives tasks from mentors, primarily on the plan studying selected sources, gradually mastering the traditional and most recent literature in the field of trade and distribution channels. The student presents his findings as a mentor, as well as to a defined study group (professors and doctoral students), developing confidence in professional advancement, at the same time forming an adequate basis for further study work in the area of trade and distribution channels.

Grading (maximum number of points 100)

Pre-examination obligations	Points	Final exam	Points
Research work	40	Oral exam	60
		

Literature:

No.	Author	Title	Publisher	Year
1.	Rosenbloom, Bert	Marketing Channels: a Management View	South/ Western Cengage Learning, USA	2011
2.	Palmatier, Robert, Stern, Louis, El-Ansary, Adel	Marketing Channel Strategy, 8 th edition	Routledge; 8 edition	2016
3.	Lovreta S., and others	Strategija razvoja trgovine Republike Srbije (Republic Serbia Trade Development Strategy)	Faculty of Economics, Belgrade and Ministry of Trade, Government of the Republic of Serbia	2009 and 2016
4.	Laudon, K. and Guercio Traver, C.	E-commerce 2017	Prentice Hall	2017
5.	Harrison A., Hoek R	Logistics Management and Strategy	Prentice Hall	2011