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marketing mix, i.e.

product, price, place and
promotion. Channel

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(channel of distribution):

a set of interdependent

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Everything you need to

know about marketing

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channels are the ways

that goods and services

are made available for use

by the consumers. All

goods go through

channels of distribution,

and marketing depends

on the way goods are

distributed. The route

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that the product takes on its way from production to the consumer is important because a marketer must decide which route or channel is best for his particular product.

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Channels You Should
Prioritize in 2020

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marketing channel is a set
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

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mix (product, price, promotion and distribution), the greatest potential for achieving a competitive advantage now lies in distribution (Obaji, 2011).

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channels is the main goal of channel marketing. It is primarily a business to business (B2B) marketing strategy, involving businesses marketing themselves to other businesses rather than individual consumers.

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channels relate to the other strategic variables in the marketing mix. •
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Understand the principles of specialization and division of labor as well as contactual efficiency in marketing channels.

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