Marketing Channels & Distribution Management Masterclass

26 – 30 April 2027
Paris (France)



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Ref: 323076_224250 **Date:** 26 – 30 April 2027 **Location:** Paris (France) **Fees:** 5200 GBP

Course Description

This comprehensive 1-week course equips professionals with advanced skills in marketing channels and distribution management. Participants will learn to develop effective channel strategies, optimize partner relationships, and leverage multi-channel approaches to drive business growth. The course combines theoretical frameworks with practical applications to address real-world distribution challenges.

Learning Objectives

- Develop and implement effective marketing channel strategies
- Optimize channel partner selection and management processes
- Design multi-channel distribution systems for maximum market penetration
- Analyze and resolve channel conflicts to improve overall performance
- Leverage digital technologies to enhance channel effectiveness
- Align pricing strategies with distribution objectives for optimal results

Course Modules

Day 1: Foundations of Marketing Channels

- Introduction to marketing channel concepts and structures
- Channel functions and value creation
- Channel strategy development and alignment with business goals
- Analyzing market coverage and distribution intensity

Day 2: Channel Partner Management

- Selecting and evaluating channel partners
- Building and maintaining strong partner relationships
- Channel motivation and incentive programs
- Managing channel conflicts and power dynamics

Day 3: Multi-Channel and Omni-Channel Strategies

- Designing integrated multi-channel systems
- Balancing online and offline distribution channels
- Creating seamless customer experiences across channels
- Channel performance measurement and optimization



Day 4: Digital Transformation in Distribution

- E-commerce and digital distribution channels
- Leveraging data analytics for channel insights
- Emerging technologies in channel management AI, IoT, blockchain
- Adapting to changing consumer behaviors in digital environments

Day 5: Strategic Channel Marketing and Future Trends

- Aligning pricing strategies with channel objectives
- Developing effective channel marketing programs
- Global distribution challenges and opportunities
- Future trends and innovations in marketing channels

Practical Wins for Participants

- Develop a customized channel strategy blueprint for your organization
- Create a toolkit for evaluating and optimizing channel partner performance
- Design an action plan for implementing a multi-channel distribution system
- Formulate strategies to leverage digital technologies in your distribution channels

