

Sales Channels (F710406)

Course size *(nominal values; actual values may depend on programme)*

Credits 3.0

Study time 90 h

Course offerings and teaching methods in academic year 2026-2027

A (semester 1)

Dutch

Gent

lecture

independent work

Lecturers in academic year 2026-2027

Verstraeten, Julie

EB23

lecturer-in-charge

Offered in the following programmes in 2026-2027

[Master of Science in Teaching in Economics](#)(main subject [Business Administration](#))

crdts

3

offering

A

[Master of Science in Business Administration](#)(main subject [Commercial Management](#))

3

A

Teaching languages

Dutch

Keywords

Sales, E-commerce

Position of the course

The aim of this advanced course is to provide insight in the different (B2C) sales channels that can be used by different selling parties in the market. We will cover the pros and cons of these channels in different contexts and for different selling parties. Throughout the course we will also tap into the customer's/consumer's perspective.

Contents

- Value propositions in different sales channels
- E-commerce
- Digital market places
- Omni & opti channeling
- How sustainable is the supply chain in different sales channels and how can we make it more sustainable
- The future of physical Retail

Initial competences

It is advised to follow the course Retail Management prior to this more advanced course. A general basis knowledge on Marketing and Retailing principles is necessary.

Final competences

- 1 Knowledge about the most recent trends in different sales channels
- 2 Being able to reflect on the (1) characteristics, (2) advantages and disadvantages, (3) strengths and weaknesses of the different sales channels, and (4) how they influence one another
- 3 Knowledge about the evolution of e-commerce and its impact on the market
- 4 Being able to reflect on the different business models (in e-commerce, physical Retail and market places)
- 5 Being able to reflect on the characteristics and challenges of omni and opti channeling as strategies
- 6 Knowledge about recent academic research in the context of sales channels
- 7 Being able to reflect on the sustainability of the supply chain in different sales channels

8 Knowledge about (1) the factors influencing the changes in physical Retail and (2) the future of physical Retail

9 Being able to reflect on the suitability of different sales channels in different contexts and for different selling parties in the market

Conditions for credit contract

Access to this course unit via a credit contract is determined after successful competences assessment

Conditions for exam contract

Access to this course unit via an exam contract is unrestricted

Teaching methods

Lecture, Independent work

Study material

Type: Handouts

Name: Course slides

Indicative price: Free or paid by faculty

Optional: no

Language : Dutch

Available on Ufora : Yes

Type: Other

Name: Academic [Scientific] Articles

Indicative price: Free or paid by faculty

Optional: no

Language : English

Available on Ufora : Yes

Online Available : Yes

References

(*) Wijnand Jongen (2017), "*The End of Online Shopping. The Future of Retail in an Always Connected World*," first edition, Nubiz.

(*) Jorg Snoeck & Pauline Neerman (2022), "*The Future of Shopping*," Lannoo Campus.

Course content-related study coaching

Questions are possible during and after the sessions.

Assessment moments

end-of-term assessment

Examination methods in case of periodic assessment during the first examination period

Written assessment with multiple-choice questions, Written assessment with open-ended questions

Examination methods in case of periodic assessment during the second examination period

Written assessment with multiple-choice questions, Written assessment with open-ended questions

Examination methods in case of permanent assessment

Possibilities of retake in case of permanent assessment

not applicable

Extra information on the examination methods

Written exam with multiple choice and open questions.

Calculation of the examination mark

100% periodic assessment.

To determine the end score, the score obtained on the open-ended questions is added to the score obtained on the multiple-choice questions.

Higher cut-off points are used for the multiple choice questions; the student must therefore answer more than half of the multiple-choice questions correctly in order to obtain 50% of the points on this part of the exam.

Facilities for Working Students

Working students can ask questions about the course materials on appointment.

