

## 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 2025-2026**

A (semester 1)

Dutch

Gent

independent work  
lecture

**Lecturers in academic year 2025-2026**

Verstraeten, Julie

EB23

lecturer-in-charge

**Offered in the following programmes in 2025-2026**

**crdts**

**offering**

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

3

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.

