



Universidad de
los Andes
Colombia

School of
Management



COURSE SYLLABUS PROPOSAL

OMNICHANNEL MARKETING STRATEGY

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July 6 - July 17

Monday - Friday (6:00 pm - 9:00 pm)



EGADE Business School
Tecnológico de Monterrey

DESCRIPTION

Multichannel marketing is complex. The use of various channels can cause important risks and the fragmentation of channels; on the other hand, multichannel marketing creates new business opportunities within the channels. In this advanced level course, the student learns to differentiate the components of a successful multichannel strategy by differentiating the concepts of multichannel, cross-channel and omnichannel marketing.

OBJECTIVES

This course provides useful insights for multichannel management through the analysis of trends and changes in retailing and the analysis of consumer behavior. After taking the course, students are able to:

- Understand the factors that influence in the decision-making of defining a channel strategy
- Identify, differentiate and evaluate channel strategies
- Give recommendations regarding the channel strategy of an enterprise

METHODOLOGY

Learning activities conducted by the teacher:

1. Presentation of the theoretical framework that supports the key topics of the course.
2. Discussion of practical cases

EVALUATION

The procedures and weighing of each activity are as follows:

- 45% Final Project (co-evaluated)
- 15% Final Presentation
- 20% Exam – Case Study (analysis, presentation and co-evaluation)
- 15% Homework, Activities, Discussions
- 5% Quizzes

PRE-REQUISITES

The course requires a basic knowledge and understanding of marketing and statistics.