

Academic Year: ( 2017 / 2018 )

Review date: 04/05/2017 12:53:50

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

## OBJECTIVES

Skills to be acquired

General skills

\*CG1: Solid theoretical knowledge of Marketing and Market Research.

\*CG11: Ability to negotiate.

Specific skills:

\*CE9: Analysis, evaluation and decision-making regarding distribution channels and sales force. Integrated distribution channels and supply management, conflicts management, efficiency, and activities of distribution and logistics, sales techniques, negotiation, management, account management, customer management and CRM, as well as new technologies for managing customer data ).

Learning Objectives:

¿ Understand the interactions between organizations in a channel and its implications for effective delivery of value to the end consumer.

¿ An in-depth look at marketing issues involving retailing.

## DESCRIPTION OF CONTENTS: PROGRAMME

PART I:

Channel Management.

Channel Design

Supply Side Channel Analysis

Negotiating

Channel Power and Conflict.

Logistics.

Vertical Integration.

PART II: Retail merchandising.

## LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

Your final grade will be assigned based on:

Participation in-class, discussion, assignments, quizzes and cases studies: 60%

Final exam: 40%.

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

## BASIC BIBLIOGRAPHY

- Levy, M., and Weitz, B.A. Retailing Management, 8th Edition, Boston: McGraw-Hill Irwin., 2012