

Academic Year: (2021 / 2022)

Review date: 30-05-2021

Department assigned to the subject: Department of Business Administration

Coordinating teacher: BARROSO LUDEÑA, ALICIA

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 OUTCOMES

The student distinguishes between the management mechanisms of distribution channels.

The student identifies the best strategic and operational decisions about the distribution channel chosen by the company.

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**TRAINING ACTIVITIES OF THE SUBJECT**

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face

AF3 126 126 100

AF6 174 0 0

AF7 150 0 0

TOTAL SUBJECT 450 126

TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases

MD5 Preparation of works and reports individually or in groups

ASSESSMENT SYSTEM

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.

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

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