



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

Code: 80511**Name of the subject:** Global Distribution and Channel Management**GENERAL CHARACTERISTICS**

Number of credits ECTS:	3.5
Language/s	Catalan Spanish English
Type	Normal
Professor/s	

DESCRIPTION**BRIEF DESCRIPTION AND JUSTIFICATION**

This course focuses on additional challenges and complications in distribution and channel management associated with country borders. Unlike domestic distribution partners, international distribution partners would typically take greater responsibility (developing promotional strategy, taking greater financial risk, etc.), be given more power and freedom (territorial exclusivity, greater autonomy, etc.), and be compensated more handsomely. This course will examine in--depth a few representative global distribution systems, and reveal their pros and cons to different stakeholders.

COMPETENCIES

As a consequence of the assimilation of the subject's learning contents, the student will be able to:

- Use advanced techniques in logistics and operations management in real situations, within a global context (CE4).
- Identify, analyze and propose strategies to overcome entry barriers faced by companies in a global context (CE6).
- Develop a Global and International vision: the student will be able to demonstrate and apply knowledge from a global perspective (CT4).
- Apply the new learnings in professional situations (CT6).

PREREQUISITES

- Requirements legally established to access postgraduate programs.
- English English proficiency (TOEFL 7.0 or equivalent).

CONTENTS

1. Marketing Channels, Global Distribution, and the Supply Chain (SC) & Value Chain Mgmt
2. Channel Structure & SC Strategy and Design
3. Different types of Channels: Direct, Retailing, Franchising, Final Tier, Distributors, and Wholesalers Channels & Digital
4. Global Risk Management & Disaster Recovery & Channel Information Systems Plus
5. Channel Relationship Dynamics & Closed-loop sales and operations demand planning
6. Sustainability/CSR/Ethics and the Channel/Supply Chain: More than just a public relations statement
7. Warehouse and Facilities + Inventory (lean, inventory turns, JIT) & Transportation + Global Issues
8. Software and the Digital Channel Management
9. Value Chain: Tying it together

METHODOLOGY

TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	1,00	CE4, CE6, CT4, CT6
Practical sessions (exercises, case resolution)	1,00	CE4, CE6, CT4, CT6
Assignments by Students	0,50	CE4, CE6, CT4, CT6
Seminars or tutorials	0,50	CE4, CE6, CT4, CT6
Personal study activities	0,50	CE4, CE6, CT4, CT6
Assessment sessions	-	
Internship in Company	-	
TOTAL	3,50	

EXPLANATION OF TEACHING METHODOLOGY

The methodology applied to this course is based on:

- Individual Readings and Reflection Posts (RP)
- Quizzes
- Individual Cases
- Group Paper
- Group Presentation on the Paper

EVALUATION

METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam	-	
Partial exams	15%	CE4, CE6, CT4, CT6
Following up activities	10%	CE4, CE6, CT4, CT6
Homework and presentations	15%	CE4, CE6, CT4, CT6
Experimental work or fieldwork	10%	CE4, CE6, CT4, CT6

Projects	40%	CE4, CE6, CT4, CT6
Evaluation of the company or institution	-	
Participation	10%	CE4, CE6, CT4, CT6

LEARNING OUTCOMES

Upon completion of this course the student should be able to:

- Better understand the nature of complex interrelationships between and among firms, which produce and distribute materials, finished goods and services to satisfy industrial and consumer needs in domestic and international markets.
- Identify marketing and distribution--related problems and develop appropriate solutions to those problems for a firm.
- Make distribution channel decisions that are common for marketing and supply chain managers.
- Understand the collaboration that is needed between marketing and supply chain departments to ensure channels run smoothly.
- Be able to identify ways that Corporate Social Responsibility can improve channel conditions and what are the ethical implications that need to be addressed.
- Be able to create a marketing channel plan and distribution supply chain to enable it

EVALUATION

- Individual Reflection Posts on BB about the Readings x10
- Quizzes on readings and class material x4
- Case Preparation & Participation
- Class Participation & In--Class Simulations
- Final Group Case Presentation & Peer Review

EVALUATION OF COMPETENCIES

Develop a Global and International vision: the student will be able to demonstrate and apply knowledge from a global perspective. This competence is assessed through the course embedded exams.

Apply the new learnings in professional situations: this competence is assessed through the projects developed throughout the course.

BIBLIOGRAPHY

Bibliography

- Kumar, D., *Marketing Channels (MC)*, Oxford University Press, Aug 2012.
- Wood, J.B., Hewlin, T., Lah, T., *Consumption Economics: The New Rules of Tech (CE)*, Point B, Inc. 2011.

DOCUMENT RECORD

PREVIOUS CHANGES

LAST REVISION

September the 1st 2017. Dr. Carlos Malet, on behalf of Dr. Robert Mefford.

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