VNIVERSITAT DE VALÈNCIA

Course Guide
40106 Channel management

COURSE DATA

Data Subject	
Code	40106
Name	Channel management
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2022 - 2023

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	2 - Specialty in distribution	Optional

Coordination

Name	Department
FRASQUET DEL TORO, MARTA	43 - Marketing and Market Research
MOLLA DESCALS, ALEJANDRO	43 - Marketing and Market Research

SUMMARY

In the subject Channel management, the nature and agents of marketing channels will be analysed, as well as their structure, with an in-depth vision of the relationships that take place between manufacturers, distributors and consumers. Thus, the first part of the subject, which includes the first two topics, reviews the current structures in the marketing channels as well as the fundamental aspects of the design of the marketing channel. These structural aspects undoubtedly affect the relationships that exist between the agents of the channel, which are the topics that are addressed in the following topics. Thus, topics 3, 4 and 5 deal with dependency and power relationships in the channel, conflict relations and how to resolve them, and relations based on collaboration. Topics 6 and 7 deal with the new challenges in the management of the channel as well as the technologies and approaches that help to implement an effective management of the relationships in the channel

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.

- Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.
- Ser capaces de organizar y planificar las actividades de un departamento de marketing en el ámbito empresarial.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.
- Diseñar estrategias de marketing.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

The general and basic learning results to be obtained at the end of the teaching-learning process of the subject are indicated here. At the end of the teaching-learning process, the student will have learned to:
- Select and correctly use different sources of information in both traditional and electronic formats.
- Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way.
- Articulate an oral, structured, coherent speech, with good diction and use of technical vocabulary.
- Argue and counter-argue.
- Identify the elements of a marketing channel and define its functions.
- Segment the market and select the target audience of a company in the marketing channel.
- Use the technical vocabulary of the subject

DESCRIPTION OF CONTENTS

1. Topic 1. Definition and organization of marketing channels

2. Topic 2. Structure of distribution channels and market coverage

3. Topic 3. Dependence and power in the marketing channel

4. Topic 4. Conflict in the marketing channel

5. Topic 5. Collaboration in the marketing channel

6. Topic 6. New challenges in relationships in the channel: ecommerce and private labels

7. Topic 7. New technologies and approaches in the relationships in the channel: trade marketing, ECR , and category management

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	34,50	100
Theory classes	0,00	100
Attendance at events and external activities	7,50	0
Development of group work	12,50	0
Readings supplementary material	6,00	0
Preparation of evaluation activities	17,50	0
Preparing lectures	22,50	0
Preparation of practical classes and problem	22,50	0
TOTAL	**123,00**	

TEACHING METHODOLOGY

No distinction is made between theoretical and practical classes, but all sessions are theoretical-practical. An eminently practical methodology is proposed and based on the construction of learning by the student. In this way, to present and discuss the contents of the program, three methods will be used: the lecture, the reading debate and the individual research papers, as detailed below. A. Participatory master lesson. The presentation of essential contents of the program by the teacher will be limited to 20% of the class time. It is intended that the student becomes familiar with the terms, concepts, procedures, and trends in the management of relationships in the marketing channel. B. Discussion of readings. The discussion of the contents of the program will extend beyond the presentation by the teacher with the debate of readings. The articles designated as mandatory bibliography in each topic will be chosen mainly. Discussion questions will be posed and debated openly in the group to deepen and contextualize specific points of the program. C. Individual research work. Each student will carry out an individual research

project that involves documentation on a specific topic proposed by the teacher and its illustration with an example or practical case, according to the following indications:

• For each of the seven topics of the program, the professor will propose two specific research topics (which will deal with the impact of new technologies), which will be the subject of individual work.• The papers will have an approximate length of 1500 words. At least 10 bibliographic references of different types should be used: academic articles, informative articles, press releases, reports, books, web pages.• The presentation of the work will be carried out successively in different sessions of the subject to complement the theoretical presentation of the topics of the program in relation to the impact of new technologies.• Work will be presented in class on the designated day in a 5 minute presentation. The presentation format is free, but the student must pose a question or activity to debate and encourage participation and interaction with the rest of the classmates.• All students, regardless of the date of presentation of their work, will deliver it on the same date, which will be one week after the end of the face-to-face sessions.In addition to the three previous methodologies for the acquisition of basic theoretical concepts, other activities of an eminently practical nature will be carried out.

D. Practical cases. They will present, through different supports (videos, texts, news or podcasts), situations of companies that raise any question related to the management of relationships in the channel. The procedure for solving the practical cases will be in four steps, first, the individual reflection of the questions raised, second, the debate in the group to answer the questions, third, the debate in the complete group of the conclusions of the work groups and fourth, the teacher's corrections or indications.E. Teamwork. In groups of 4 or 5 people, students must build a practical case on how a commercial SME uses information and communication technologies (ICT) to interact with suppliers and customers. It involves the application of the theoretical contents of the course to a practical case of a small commercial company. Job characteristics:• The group must choose the topic and title of their work that can be more or less broad, eg, a broad title would be “The use of ICT in a business in the household equipment sector”, or a more specific title It would be "The use of social networks in a business in the fashion sector to build relationships with customers"• The group must choose the specific merchant or distributor to study. It is recommended that you have a personal relationship with the manager or owner in order to access more information.• The work has a theoretical basis, but it is fundamentally an applied research work. In the theoretical part, the sectoral situation, the reality of the application of new technologies in the specific sector and the description of the technologies under study will be presented with secondary information

• The work should build a case of the chosen company, mainly through primary information collected through in-depth interviews with those responsible for the trade where the configuration of the distribution channel is collected and the technologies used to interact with suppliers are described and customers. The objectives and motivations for the implementation of new technologies, the obstacles and obstacles in the process, and future development prospects will be addressed. Based on a diagnosis of the company's situation, recommendations will be made regarding the application of new technologies, either by improving existing ones or by expanding them. The basic structure of the work is as follows:1. Introduction2. New technologies for managing relationships in commercial SMEs3. Case study company XYZ4. Conclusions5. References• The work will have a maximum length of 5000 words.• The presentation will take place in 10 minutes, after which the work will be discussed with an open round of questions.F. Expert seminars. Two expert seminars are planned.

EVALUATION

IMPORTANT: All the works will be presented in writing ON PAPER and in digital version in a virtual classroom on the required date. Late work will not be accepted.It is necessary to pass the final exam in order to pass the course, that is, the rest of the contributions (a, b and c) will not be considered if a minimum score of 5 out of 10 is not obtained in the exam.a) Participation in classParticipation in class contributes to 10% of the final grade. Participation will be evaluated positively to the extent that:• The student attends the sessions regularly and punctually (only absences for medical or work reasons duly justified will be justified).• The student shows motivation to participate in discussions or activities.• Participation demonstrates that you have read the relevant materials.• Participation respects and takes into account the interventions of colleagues.b) Individual workThe qualification for individual work will take into account mainly (80%) the project or report indicated in the previous section, but also other practical activities such as comments on readings or practical cases (20%).The evaluation criteria of the individual report are the following:• Definition and theoretical discussion of the topic (20%)• Relevance and good use of reference sources (20%)• Relevance and analysis of the case or example (20%)• Conclusion (10%)• Edition (10%)• Presentation: powerpoint and speech (20%)This activity is non-recoverable, since a tutoring process is carried out that offers the student opportunities to improve the work before its final delivery.c) TeamworkThe teamwork rating will take into account mainly (80%) the project or report indicated in the previous section, but also other activities such as resolution of exercises, or practical cases (20%).The evaluation criteria for the team report are the following:• Definition and theoretical discussion of the topic, use of references (20%)• Relevance and analysis of the case or example (40%)• Conclusion (10%)• Edition (10%)• Presentation: powerpoint and speech (20%)This activity is non-recoverable, since a tutoring process is carried out that offers the student opportunities to improve the work before its final delivery.

d) Examen final

Se realizará un examen final que evaluará las competencias relativas a la identificación y comprensión de los contenidos del temario, así como a su ilustración a través de ejemplos o casos prácticos. El examen podrá contener tanto preguntas cortas (que supondrán un porcentaje reducido de la nota) como preguntas de desarrollo y teórico-prácticas.

Notas importantes respecto a la evaluación:

1. Es necesario aprobar (obtener 5 puntos sobre 10) el examen para poder superar la asignatura. Esta actividad **es recuperable**, es decir, existe una segunda convocatoria a la que se puede acudir en caso de suspender el examen final. En caso de suspender el examen teórico en primera convocatoria, se respetará la nota de la parte práctica para la segunda convocatoria.
2. La parte práctica se evaluará mediante evaluación continua a través de las actividades detalladas. Estas actividades son **no recuperables** dado que "*por su naturaleza, no es posible el diseño de una prueba que valore la adquisición de los resultados de aprendizaje en la segunda convocatoria (artículo 6.5 del mencionado reglamento*)**"**.
3. El alumno que por **causa justificada documentalmente** (p.ej. contrato de trabajo con horario incompatible con la asistencia a las sesiones prácticas) no pueda ser evaluado de forma continua, deberá justificarlo antes del 12 de febrero para tener opción a ser evaluado de la parte práctica mediante examen final.

La no asistencia a las sesiones prácticas por causa no justificada no da derecho a ser evaluado de la parte práctica mediante examen final, ya que como se ha establecido en el punto 2, la evaluación de la parte práctica es no recuperable.

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