

**COURSE DATA****Data Subject**

Code	40106
Name	Channel management
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2023 - 2024

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 rather 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 achieve the learning objectives, the following methods will be used:

Participatory master class. 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 become familiar with the terms, concepts, procedures and trends in relationship management in the marketing channel.



Reading discussion. The discussion of the contents of the program will extend beyond the presentation by the teacher with the reading debate. The articles indicated as mandatory bibliography in each topic will be chosen mainly. Discussion questions will be raised that will be discussed openly in the group to deepen and contextualize specific points of the program.

Case studies. Through different supports (videos, texts, news or podcasts), company cases that raise a question related to the management of relationships in the channel will be presented. The resolution procedure of 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 corrections or indications of the teacher.

Expert seminars. Two expert seminars are planned. A first seminar will feature an export manager from a manufacturer of durable products (home equipment) who will illustrate the reality of his sector in terms of the search for international distribution channels. A second seminar will be given by a marketing manager from a company that manufactures non-durable products (food), who will illustrate the reality of relations with large retailers in the sector and in the case of your company.

Individual work. Each student will carry out an individual research work that involves documentation on a specific topic proposed by the teacher and its illustration with an example or practical case, according to the specific indications given in class.

Teamwork. In groups, students must build a case study on how a commercial SME uses information and communication technologies (ICT) to interact with suppliers and customers, according to the specific indications given in class.

EVALUATION

It is necessary to pass the final exam in order to pass the subject, 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) Class participation (10%)
- b) Individual work (20%)
- c) Teamwork (20%)
- d) Final exam (50%)

Important notes regarding evaluation:

It is necessary to pass (obtain 5 points out of 10) the exam in order to pass the subject. This activity is recoverable, that is, there is a second call that can be attended in case of failing the final exam. In case of suspending the theoretical exam in the first call, the mark of the practical part will be respected for the second call. The practical part will be evaluated through continuous evaluation through the detailed activities. These activities are non-recoverable given that "due to their nature, it is not possible to design a test that assesses the acquisition of learning results in the second call (article 6.5 of the aforementioned regulation)". The student who, due to documented justified reasons (for example, a work contract with hours that are incompatible with attending practical sessions) cannot be evaluated continuously, must justify it before February 12 to have the option to be evaluated on the part practice through final exam. Failure to attend practical sessions for unjustified reasons does not give the right to be evaluated on the practical part by final exam, since as established in point 2, the evaluation of the practical part is non-recoverable.



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Basic

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