

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

Code	42149
Name	International distribution and logistics
Cycle	Master's degree
ECTS Credits	7.5
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. Period
2069 - M.U. Gestión de Negocios Internacionales (2007)	Faculty of Economics	1 Second term

Subject-matter

Degree	Subject-matter	Character
2069 - M.U. Gestión de Negocios Internacionales (2007)	9 - International distribution and logistics	Optional

Coordination

Name	Department
FRASQUET DEL TORO, MARTA	43 - Marketing and Market Research
RUIZ MOLINA, MARIA EUGENIA	43 - Marketing and Market Research

SUMMARY

This course is about the design and management of distribution channels a globalised economy, thus affected by cultural diversities, such as consumers' preferences, types of intermediaries, retailing structures and logistic infrastructures. This course deals with these issues adopting a practical approach that identifies key organizations competing in the global marketplace and analyses their strategies and performance.

PREVIOUS KNOWLEDGE



Relationship to other subjects of the same degree

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

Other requirements

Students should have completed a degree that has provided them with skills in business management. Students should have completed the subjects of the first semester of the master.

OUTCOMES

2069 - M.U. Gestión de Negocios Internacionales (2007)

- To equip students with a critical understanding of the main concepts, frameworks and techniques of international distribution and logistics management.
- To provide students with the abilities required in the global firm to access and manage efficiently international channels of distribution.
- To equip students with knowledge of supply chain management and relevant logistical concepts and practices.
- To provide students with the opportunity to analyse and manage data and to arrive at sound and workable decisions regarding an organizations distribution strategy.
- To equip students with the abilities to work in teams

LEARNING OUTCOMES

- Design and evaluate distribution channels for different types of products
- Assess the opportunities and risks of e-commerce
- Analyse the issues of power, conflict and collaboration in distribution channels
- Assess the strategies of a retailer in a global environment
- Understand and evaluate a company's supply chain
- Evaluate the logistics decisions of storage, transportation and inventory management

DESCRIPTION OF CONTENTS

1. Defining distribution channels

2. Online distribution and omnichannel strategy

**3. Designing and assessing distribution channels****4. Coordinating distribution channels****5. Retailing I: overview and internationalization****6. Retailing II: retail marketing****7. Logistics I: supply chain management****8. Logistics II: transport, warehousing, and inventory management****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	75,00	100
Attendance at events and external activities	3,00	0
Development of group work	33,00	0
Development of individual work	33,00	0
Study and independent work	49,00	0
TOTAL	193,00	

TEACHING METHODOLOGY

1. Participatory Master Lesson. The essential contents of the program will be exposed by the teacher in sessions of about 45 minutes.
2. Discussion of readings. The discussion of the contents of the program will also be carried out from the articles indicated as essential reading in each topic.
3. Case studies. There will be presented, through different supports (videos, texts, news, podcasts ...), company situations that raise a question related to the topics of the session.
4. Projects or reports. Analysis and documentation projects will be carried out both individually and in teams that will be presented in the form of a report. These are exercises of analysis and reflection from different sources of information: visit to commercial establishments, web pages, articles.
5. Expert seminars. Four expert seminars are planned.
6. Visits to companies or institutions. Two visits will be made during the course-



EVALUATION

1.Final exam	30%
2.Individual assignments	30%
3.Group assignments	30%
4.Class participation	10%

REFERENCES

Basic

- Palmatier, R. W., Sivadas, E., Stern, L. W., & El-Ansary, A. I. (2019). Marketing Channel Strategy: An Omni-channel Approach. Routledge/Taylor & Francis, New York.
- Zentes, J., Morschett, D. and Schram-Klein, H. (2016). Strategic Retail Management. Gabler GWV Fachverlage GmbH, Wiesbaden.

Additional

- Albright & Winston (2015) Business analytics: Data analysis for decision making. Cengage Learning, Boston.
- Bowersox, D., Closs, D., & Cooper, M.B. (2010). Supply chain logistics management. McGraw-Hill, New York.
- Buttkus, M., & Eberenz, R. (2019). Performance management in retail and the consumer goods industry. Springer International Publishing.
- Castaldo, S., Grosso, M., & Premazzi, K. (2020). Retail and channel marketing. Edward Elgar Publishing, Cheltenham, UK.
- Coughlan, A. T. & Jap, S. D. (2016). A field guide to channel strategy: Building routes to market. CreateSpace Independent Publishing.
- Pelton, L. E., Strutton, D., & Lumpkin, J. R. (2002). Marketing channels: A relationship management approach, McGraw-Hill/Irwin.
- Ponte, S., Gereffi, G., & Raj-Reichert, G. (2020). Handbook on global value chains. Edward Elgar Publishing.
- Shareef, M. A., Dwivedi, Y. K., & Kumar, V. (2016). Mobile marketing channel. Springer, Cham.



ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

Due to the exceptional issue of the pandemic, the international flight restrictions, and health recommendations, the teaching activity will be organized on a blended format as follows: (i) From January to mid-April, classes will be online; due to time differences classes will be in the afternoons; (ii) teachers will attend students in their contact hours, either online or offline for those students who would be able to come over; (iii) If pandemic-related restrictions are removed, the face-to-face classes will be scheduled from April 13th.