VNIVERSITAT ID VALÈNCIA

COURSE DATA

Data Subject

Code	42149
Name	International distribution and logistics
Cycle	Master's degree
ECTS Credits	7.5
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	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 deals with the design and management of distribution channels in a globalized economy affected by national differences in consumers' preferences, types of intermediaries, retailing structures and logistic infrastructures. This course covers these issues adopting a practical approach that identifies the most relevant organizations in the global marketplace and analyses their strategies and performance.

PREVIOUS KNOWLEDGE

VNIVERSITAT ĞİD VALÈNCIA

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 distribution channels for different types of products
Assess omnichannel strategies
Analyse the relationships in distribution channels
Evaluate the strategy of a retailer in a global environment
Understand and evaluate a firm's supply chain

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

The topics of the course will be covered through lectures, coursework, seminars by guest speakers, and visits to relevant organizations. During the classes, the teachers will introduce and illustrate the main theoretical topics and will lead the students' discussion around those topics.

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.