

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

Code	46791
Name	Distribución y logística internacional
Cycle	Master's degree
ECTS Credits	7.5
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. Period	year
2268 - Master's Degree in International Business Management	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2268 - Master's Degree in International Business Management	11 - 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 examines key issues related to the design and management of international distribution channels. Firms aiming to reach markets in a global economy need to organize a network of intermediaries, retailing structures and logistic infrastructures across national borders, thus constrained by differences in legal and cultural environments. This course addresses analytical, strategic, and managerial aspects of distribution, logistics and retailing.

This course covers these issues adopting a practical approach that involves the active participation of students in a project of international distribution and several case studies of leading firms.



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.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

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	24,00	100
Classroom practices	21,00	100
Seminars	15,00	100
Tutorials	9,50	100
Other activities	3,00	100
Development of group work	33,00	0
Development of individual work	33,00	0
Study and independent work	49,00	0
TOTAL	187,50	

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.

This course combines conceptual information with real world practice. Theory is important as only by understanding theoretical frameworks can practitioners develop effective strategies based on analytical and reflective thinking. Theoretical concepts will be learned from lectures and your own reading. Learning how to apply those concepts will be achieved from the experience of instructors, fellow classmates and guest speakers, as well as by examining real situations and case studies during the sessions.



EVALUATION

Your grade in this course will depend on several contributions with different weights, as follows:

a) Class participation	10%
b) Individual assignment	30%
c) Group assignment	30%
d) Final exam (*)	30%

(*) It is required to pass the final exam (5/10) to pass the course.

a) CLASS PARTICIPATION

Merely attending classes does not automatically ensure a full grade on this rubric. Rather, active participation in class debates, performance on online quizzes, and the completion of written reflections on seminars will collectively determine the grade for class participation.

Students who accumulate more than 4 (four) unjustified absences will lose all the class participation points (10%). Justified absences are only those certified by a medical doctor.

b) INDIVIDUAL ASSIGNMENT

You will upload at the virtual classroom (<http://aulavirtual.uv.es>) and make a presentation of an individual assignment about a course-related topic. More information is provided separately in the document “Individual assignment instructions and allocation”.

c) TEAM PROJECT

During the course, you will work in a team project related to the topics of the course. More information is provided separately in the document “Group assignment instructions”. A peer evaluation form will need to be completed.

**d) FINAL EXAM**

It will be a closed book exam with questions about the theoretical concepts covered in the course and their application to real companies. All the materials, textbooks, case studies, readings, should be revised to prepare for the exam. The talks by guest speakers and the visits to companies could also be used to illustrate exam questions.

Activities a), b) and c) are **non-recoverable** as they are related to proactive and accurate involvement of students during the sessions. The exam (activity d) is a **recoverable** activity and can be resit in a second call.

REFERENCES**Basic**

- Ailawadi, K.L. & Farris, P.W. (2020). Getting multi-channel distribution right. John Wiley & Sons, New Jersey.
- 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.
- Rushton, A., Croucher, P., & Baker, P. (2022). The handbook of logistics and distribution management: Understanding the supply chain.. Kogan Page Publishers.
- Zentes, J., Morschett, D., & Schramm-Klein, H. (2017). Strategic Retail Management, 3rd edition. Springer Gabler, Wiesbaden.

Additional

- Albright, & Winston (2015) Business analytics: Data analysis for decision making. Cengage Learning, Boston (USA).
- Bowersox, D., Closs, D., & Cooper, M.B. (2010). Supply chain logistics management. McGraw-Hill, New York (USA).
- Buttkus, M., & Eberenz, R. (2019). Performance management in retail and the consumer goods industry. Springer Nature, Cham (Switzerland).
- Coughlan, A. T., & Jap, S. D. (2016). A field guide to channel strategy: Building routes to market. CreateSpace Independent Publishing.
- Furey, T., & Friedman, L. (2011). The Channel Advantage. Routledge, New York (USA).
- Paksoy, T., Kochan, C. G., & Ali, S. S. (Eds.). (2020). Logistics 4.0: Digital transformation of supply chain management. CRC Press.
- Ponte, S., Gereffi, G., & Raj-Reichert, G. (2020). Handbook on global value chains. Edward Elgar Publishing, Cheltenham (UK).
- Shareef, M. A., Dwivedi, Y. K., & Kumar, V. (2016). Mobile marketing channel. Springer, Cham



(Switzerland).

