



Marketing and Distribution Channels

COURSE DETAILS

Course Designator and Number: BCLA 4061

Number of Credits: 3

Language of Instruction: English

Contact Hours: 45

Instructor: On-Site Faculty

COURSE DESCRIPTION

Marketing channels are sets of interdependent organizations involved in the process of making a product or service available for use or consumption. Marketing and distribution channels management is an essential aspect of commercial activities. In today's ever-more complex and challenging competitive scenario, it is necessary for organizations to know how to effectively select and manage marketing channels so that they can create partnerships that are capable of generating value and trust and avoiding conflicts.

As Peter Drucker has said, "The greatest change will be in distribution channels, not in new methods of production or consumption." Choosing the right channels, convincing them to carry your merchandise, and getting them to work as partners is a major challenge. Too many companies see themselves as selling to distributors instead of selling through them.

This course will help students learn how to develop marketing channel plans, which enable an organization to increase sales, margins, and levels of collaboration with channel partners.

Course Objectives

Through a combination of readings, class discussion, case analyses, group projects, field trips, and invited experts, students will gain a deeper understanding of the following topics:

1. Identifying and describing marketing channel terminology (Knowledge)
2. Giving examples of channel structures, strategies, and frameworks (Comprehension)

3. Applying channel principles and processes to real-world situations (Application)
4. Assessing various channel alternatives using decision criteria (Analysis)
5. Recommending channel structures and processes; providing rationale for their implementation (Evaluation)
6. Creating channel strategies and an action plan designed to produce incremental gains (Synthesis)

Learning Outcomes

At the end of the course, students should be able to:

1. Identify key industry practices in channel design
2. Describe how organizations create value through the distribution of their offerings
3. Analyze complex inter- and intra-organizational issues in channel management
4. Explore the selection of channel members
5. Apply theories toward solving conflict resolution in the channel

Developmental Outcomes

Students should demonstrate:

- Responsibility and accountability
- Independence and interdependence
- Goal orientation, self-confidence
- Resilience
- Appreciation of differences

Methodology

The course is both lecture- and discussion-based. Students are encouraged to participate in class debates in order to better their understanding of the issues facing the region. The readings are essential to following the course, as they will provide the basis for discussions and lectures. Multimedia activities will also be prioritized to increase the spectrum of perspectives given in class.

Field Components

CAPA provides the unique opportunity to learn about the city through direct, guided experience. Participation in field activities for this course is required. Students will actively explore the global city in which they are currently living. Furthermore, they will have the chance to collect useful information that will be an invaluable resource for the essays/papers/projects assigned in this course.

The assigned field component(s) are:

Students are also strongly encouraged to participate in co-curricular program activities, among which the following are suggested:

1. Site visit to Enrique Tomás in Barcelona
 - a. Enrique Tomás is the largest ham chain in the world. Students will have the chance to visit Enrique Tomás headquarters in Barcelona and learn about the activities of the company in Barcelona and southern Europe.
2. Field trip to Bodegas Torres with its marketing director.

- a. Bodegas Torres is a historic wine-growing company located in Pals, about 4 kilometers from Vilafranca del Penedès, where the company has its head office. Torres is a family winery with the most extensive vineyards in the Denomination of Origin (DO) of Penedès, and it is the largest winery in Spain. Students will visit Bodegas Torres' winery facilities and receive a lecture from the international marketing manager.
3. Site visit to the Tea Shop with its international expansion director.
 - a. The Tea Shop is the leading tea store chain in the Spanish market. Students will visit several stores in the chain and analyze the local and international strategy of the firm with the international expansion manager.
4. Site visit to Party Fiesta with the company's CEO
 - a. Party Fiesta is the largest retail chain of party stores in Spain. Students will meet the founder and CEO of the company at Party Fiesta headquarters in Barcelona and learn about the challenges of the company and the party industry.

Required Readings/Materials

Cases

- ZARA: Fast fashion
- Enrique Tomás and the flagship store
- Party Fiesta: layout of the stores
- BCN Brand: Selling Barcelona around the world
- Corte Inglés
- Imaginarium
- Amazon Go

Books

Marketing Channels: UG Special Text MKTG 4060, Bert Rosenbloom.

ISBN-13: 978-1-337-32088-7

ISBN-10: 1-337-32088-9

Recommended Readings:

- Books
 - Curri, J., and A. Curri, *Customer Relations Management (CRM)*. Gestión 2000, 2002. ISBN: 84 80088 723-0
 - Dominguez, A., and G. Muñoz, *Métricas de Marketing*. ESIC Editorial, 2010. ISBN: 978-874-7356-7183-2
 - Kotler, P., *Dirección de Marketing*. Addison Wesley, 2012
 - Lambin, J.J., *Marketing Estratégico*. ESIC Editorial, 2008.
 - Munuera, J.L., and A.I. Rodríguez, *Estrategias de Marketing*. ESIC. 2007
- Articles
 - "How to Win in an Omnichannel World," Harvard Business Publishing.

- “Marketing Reading: Developing and Managing Channels of Distribution,” Harvard Business Publishing.

Grading

Grading Rubric

Letter grade	Score or percentage	Description
A	93–100	Achievement that is outstanding relative to the level necessary to meet course requirements.
A-	90–92	Achievement that is significantly above the level necessary to meet course requirements.
B+	87–89	
B	83–86	
B-	80–82	Achievement that meets the course requirements in every respect.
C+	77–79	
C	73–76	
C-	70–72	Achievement that is worthy of credit even though it fails to meet fully the course requirements.
D+	67–69	
D	60–66	
F	0–59	Represents failure (or no credit) and signifies that the work was either (1) completed but at a level of achievement that is not worthy of credit or (2) was not completed and there was no agreement between the instructor and the student that the student would be awarded an I.

Summary of How Grades Are Weighted

Assignments	Percentage of grade
Class participation/small group discussion	10%
Midterm exam	30%
Group project presentation (15-20 minutes)	15%
Group project's final paper	15%
Final exam	30%
Overall grade	100%

Assessment Details

Midterm & Final Exams

- The midterm exam consists of a short business case with four questions to answer (90 minutes).
- The final exam consists of two parts:
 - Short questions with open answers on topics that have been covered in class (45 minutes)
 - Short business case (45 minutes)

COURSE CONTENT

Unit 1

Course Introduction

- Welcome, overview, and presentation of all the different aspects of the course (activities, policies, assessment methods, etc.)

Unit 2

Nature and Importance of Marketing Channels

- Lecture and open debate

Unit 3

Operation and Organization of a Channel

- Lecture and small-group debate

Unit 4

Case Study: ZARA: Fast Fashion

- Case Study
 - ZARA: Fast Fashion

Unit 5

Channel Structure Decisions

- Lecture and group activity

Unit 6

Site Visit to Enrique Tomás in Barcelona

- Field trip
 - Write a one-page report on the visit

Unit 7

Channel Management Decision

- Lecture and small-group debate

Unit 8

Case Study: Enrique Tomás and the Flagship Store

- Case study
 - Enrique Tomás and the flagship store

Unit 9

Field Trip to Bodegas Torres

- Field trip
 - Write a one-page report on the visit

Unit 10

Marketing Logistics and Supply Chain Management

- Lecture and small-group debate

Unit 11

Review Class

- Review content of the previous sessions; explanation of the exam; problem solving
 - Prepare for the midterm exam

Unit 12

Midterm Exam

Unit 13

Retail Distribution

- Lecture and open debate

Unit 14

Case Study: Party Fiesta: Layout of the Stores

- Case study
 - Party Fiesta: layout of the stores

Unit 15

Case Study: BCN Brand: Selling Barcelona Around the World

- Case study
 - BCN brand: selling Barcelona around the world

Unit 16

Wholesale distribution

- Lecture and group debate

Unit 17

Site visit to Party Fiesta

- Field trip
 - Write a one-page report on the visit

Unit 18

Case study: Imaginarium Barcelona

- Case study
 - Imaginarium

Unit 19

Case study: El Corte Inglés

- Case study
 - El Corte Inglés

Unit 20

Site Visit to the Tea Shop

- Field trip
 - Final project paper must be printed and handed in

Unit 21

Group Project Presentation

- Each group will present their project to the class

Unit 22

Group Project Presentation

- Each group will present their project to the class
 - Revise all readings

Unit 23

Review Class and Final Debate

- Review content of the previous sessions; explanation of the exam; problem solving
Final debate
 - Prepare for finals

Unit 24

Final Exam

POLICIES

Attendance Policy

Students are expected to be on time and attend all classes while abroad. Many instructors assess both attendance and participation when assigning a final course grade. Attendance alone does not guarantee a positive participation grade; the student should be prepared for class and engage in class discussion. See the on-site syllabus for specific class requirements.

University of Minnesota Policies & Procedures

Academic integrity is essential to a positive teaching and learning environment. All students enrolled in University courses are expected to complete coursework responsibilities with fairness and honesty. Failure to do so by seeking unfair advantage over others or misrepresenting someone else's work as your own can result in disciplinary action. The University Student Conduct Code defines scholastic dishonesty as follows:

Scholastic Dishonesty

Scholastic dishonesty means plagiarizing; cheating on assignments or examinations; engaging in unauthorized collaboration on academic work; taking, acquiring, or using test materials without faculty permission; submitting false or incomplete records of academic achievement; acting alone or in cooperation with another to falsify records or to obtain dishonestly grades, honors, awards, or professional endorsement; altering forging, or misusing a University academic record; or fabricating or falsifying data, research procedures, or data analysis.

Within this course, a student responsible for scholastic dishonesty can be assigned a penalty up to and including an "F" or "N" for the course. If you have any questions regarding the expectations for a specific assignment or exam, ask.

Student Conduct

The University of Minnesota has specific policies concerning student conduct. This information can be found on the Learning Abroad Center website.