

Marketing Channels

Course Details

Course Designator & Number: BCLA 4601

Number of Credits: 3

Language of Instruction: English

Contact Hours: 45

Instructor: TBD

Course Description

Barcelona is a vibrant international and regional business hub for a variety of industries, including fashion, pharmaceuticals, food, and tourism—making it an ideal setting for studying marketing channels. This course focuses on how, in today's dynamic business landscape, brands must navigate multiple marketing channels to effectively engage diverse customer segments. This course leverages Barcelona's and Catalonia's rich business ecosystem as a living classroom, featuring in-depth case studies and field-based learning opportunities. In addition to classroom-based sessions, students also participate in guest lectures from industry experts and visits to leading companies across various sectors in the city, such as large multinational firms, innovative startups in the Gothic Quarter and El Born area, and the renowned fashion brands on Passeig de Gràcia. By the end of the course, students gain both theoretical and practical insights into understanding effective marketing channel strategies and management, all while immersed in the dynamic business culture of Barcelona and its entrepreneurial spirit.

Course Objectives

Through their participation in this course, students will:

- Identify and describe marketing channel terminology.
- Give examples of channel structures, strategies and frameworks in the global and local Barcelona/Catalonia context.

- Apply channel principles and processes to real-world situations in the global and local Barcelona/Catalonia context.
- Assess various channel alternatives using decision criteria in the global and local Barcelona/Catalonia context.
- Recommend channel structures, processes and provide rationale for their implementation in the global and local Barcelona/Catalonia context.
- Create marketing channel strategies to produce incremental gains in the global and local Barcelona/Catalonia context.

Methodology

Active participation is essential in this course. **All assignments must be submitted via Canvas unless otherwise noted.**

Experiential Learning & Field Visits

TBD

Course Prerequisites

Prior foundational coursework in Marketing, Market Research, and Consumer Behavior is recommended.

Required Reading / Materials

Textbooks

- Kingsnorth, Simon. *Digital Marketing Strategy. An Integrated Approach to Online Marketing*. New York: Kogan Page, 2022.
- Palmatier, Robert W, Sivadas Eugene, Stern Louis W and El-Ansary Adel I. *Marketing Channel Strategy. An Omni-Channel Approach*. New York: Routledge, 2020.

Other

- *Farggi—Case Study*
[https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Marketing-Planning%20and%20Strategy%20\(2010\)/26.pdf](https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Marketing-Planning%20and%20Strategy%20(2010)/26.pdf)
- USA Department of Commerce, International Trade Administration. Spain Country Commercial Guide. Distribution and Sales Channels
<https://www.trade.gov/country-commercial-guides/spain-distribution-sales-channels>

Further reading material will be provided throughout the course.

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 fully meet 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
Participation in class	15%
Homework	10%
Quizzes	20%
Group Presentation	25%
Final Paper	30%
Total grade	100%

Assessment Details

Participation

- Students are expected to attend each class and field study course component, as outlined in the CET Attendance Policy. Students are expected to read all assigned materials before the relevant class session and come prepared to participate thoughtfully in class discussions. Reading assignments are generally 20–30 pages per class session.

Homework

- 2 short response papers.

Quizzes

- 2 short quizzes to test students' comprehension of readings.

Group presentation

- 15 minutes, with 5 minutes for questions, using an element of the local context to illustrate concepts discussed in an assigned reading.

Individual final paper

- 8–10 pages on a topic determined in consultation with the faculty member.

Course Content

Unit 1

Introduction to Marketing Channels in Barcelona/Catalonia

- Introduction to marketing channels: definitions and key terminology
- Key industries in Barcelona/Catalonia and their marketing needs (fashion, food, pharmaceutical, tourism etc.)
- Auditing marketing channels using efficiency template and gap analysis

Unit 2

Channel Power & Channel Relationships Through the Case of Farggi

- Five sources of channel power
- Building channel commitment
- Multi-channel versus omni-channel relationships
- The Case of Farggi (founded in Barcelona in 1957) versus Häagen-Dazs

Unit 3

Traditional Marketing Channels in Barcelona/Catalonia

- Print media and broadcast channels in Barcelona
- Out-of-Home (OOH) Advertising: billboards, public transport advertisements
- Event sponsorship and local festivals (e.g., La Mercè, Primavera Sound)

Unit 4

E-commerce & Digital Retail Channels in Barcelona/Catalonia

- E-commerce trends in Barcelona: consumer behavior and preferences

- Local marketplaces (Wallapop) and national institutions (El Corte Inglés)
- The role of delivery platforms (Glovo, Amazon) in Catalonia
- Catalonia's role in cross-border E-commerce: trade and logistics

Unit 5

Wholesaling Structures & Strategies in the Olive Oil Industry in Barcelona/Catalonia

- The development of the Catalan olive oil industry
- The wholesaler—distributor landscape
- Wholesaling strategies
- The case of Borges, founded in Tàrraga in 1896

Unit 6

Retailing Structures & Strategies in Barcelona's Fashion Industry

- The development of the Catalan fashion industry and the fashion retail landscape (focus on Mango and Desigual, both founded in Barcelona in 1984)
- Classification of retailers
- Physical retail spaces: Passeig de Gràcia and other high-traffic shopping areas
- Pop-up shops and markets in Barcelona (Palo Alto Market)
- Major shopping centers (Diagonal Mar, La Maquinista)

Unit 7

Channels & International Markets in the Pharmaceutical Industry in Barcelona/Catalonia

- The development of the Catalan pharmaceutical industry
- International distribution challenges

- The case of Ferrer, Grifols, and Esteve

Unit 8

Marketing Channels in the Tourism Industry in Barcelona/Catalonia

- Tourism development in Barcelona
- Marketing channels for international tourists: OTAs, and review platforms, apps, city websites
- End user analysis: segmentation of tourists in Barcelona
- The case of the Barcelona based Vueling Airline and Gaudi's Casa Battló

Unit 9

Marketing Channels in the Food Industry in Barcelona/Catalonia

- The Catalan agriculture and food industry
- Marketing channels by the Catalan food producers
- The case of Prodeca, a state-owned company which promotes Catalan agri-food and forestry products in Catalonia, Spain and internationally

Unit 10

Future Trends in Marketing Channels in Barcelona/Catalonia & Beyond

- Omni-Channel Strategy
- Latest technologies such as VR marketing, AI, and chatbot
- Implications of European Data Regulations (GDPR) on digital marketing
- Green certifications and labels for Catalan products, local artisans, and eco-friendly options

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](#).