



BCLA BUSN 3375 Marketing and Distribution Channels

CAPA BARCELONA PROGRAM

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. Today's ever more complex and challenging competitive scenario makes it necessary for organizations to know how to effectively select and manage marketing channels creating partnerships capable of generating value and trust and avoiding conflicts.

Peter Drucker 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 how to develop marketing channel plans, enabling an organization to increase sales, margins, and the levels of collaboration with channel partners.

This course uses a combination of lectures, case discussions and interactive classroom activities. Students are expected to have read any assigned readings and cases before the corresponding class session, so they are prepared to actively take part in class discussion.

Course Aims

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. Identify and describe marketing channel terminology (Knowledge)
2. Give examples of channel structures, strategies, and frameworks (Comprehension)
3. Apply channel principles and processes to real-world situations (Application)
4. Assess various channel alternatives using decision criteria (Analysis)
5. Recommend channel structures, processes and provide rationale for their implementation (Evaluate).
6. Create channel strategies and an action plan designed to produce incremental gains (Synthesize)

Requirements and Prerequisites

- *Fundamentals of Marketing* course.
- *Business organization and administration* courses.

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 towards solving conflict resolution in the channel.

Developmental Outcomes

Students should demonstrate:

- responsibility & accountability
- independence & interdependence
- goal orientation, self-confidence
- resilience
- appreciation of differences.

Class 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.

Mid-Term & Final Exams

The mid-term exam consists of a set of questions multiple choice + a last essay question of self-reflection and critical thinking on the main units completed. 90 minutes time. This exam weights 20% over the total grade of the course.

The final exam consists of a set of questions multiple choice + a last essay question of self-reflection and critical thinking on the main units completed. 90 minutes time. This exam weights 20% over the total grade of the course.

A 20% is evaluated as well by the professor taking into consideration class participation of the student during all semester. Notice that these aspects of evaluation have nothing to see with class attendance. This evaluation system takes into consideration, students' interest, and qualitative contributions to the course.

Teamwork will be done presenting companies which excel globally in marketing channels. Weight will be 30%

Assessment/Grading Policy

Descriptor	Alpha	UK	US	GPA
Excellent	A	75+	93+	4.0
	A-	70-74	90-92	3.7
Good	B+	66-69	87-89	3.3
	B	63-65	83-86	3.0
	B-	60-62	80-82	2.7
Average	C+	56-59	77-79	2.3
	C	53-55	73-76	2.0
Below Average / Poor	C-	50-52	70-72	1.7
	D+	46-49	67-69	1.3
	D	40-45	60-66	0.7 1.0
Fail	F	<40	<60	0

Grade Breakdown and Assessment of Learning Outcomes

Assessment Task	Grade %	Learning Outcomes	Due Date
Class participation/Small group discussion	20%	all	Weekly
Mid-term exam	20%	a,b, c, d	Week 6
Final Exam	30%	e,f,g,h	Week 12
Teamwork project	30%	all	Weekly

Dress Code

None

Course Materials: cases

- Slides
- Case studies
- Complementary articles formerly cited
- Research Software open source. PSPP Statistical Package and Jamovi

Required Readings: books

Marketing Channels: UG Special Text MKTG 4060, Bert Rosenbloom. ISBN-13: 978-1-337-32088-7.
ISBN-10: 1-337-32088-9

Recommended Reading(s): Books

- Kotler, P., Dirección de Marketing, Addison Wesley, 2012
- Munuera, J.L. y Rodríguez, A.I., Estrategias de Marketing, ESIC. 2007
- Lambin, J. J., Marketing Estratégico; Esic Editorial, 2008. Anderson, Ch.
- Curri, J; Curri, A. Customer Relations Management CRM. Gestión 2.000, 2002. ISBN:84 80088 723-0
- Domínguez, A y Muñoz, G. Métricas de Marketing. ESIC Editorial, 2010. ISBN: 978-874-7356-7183-2

Articles

1. The importance of distribution channels. *Segetlitka, Dujak Mesaric.*
2. Managing distribution channels in the control and instrumentation market with multi-faceted product lines.
3. Barnes & Noble, Inc.: Maintaining a Competitive Edge In An Ever-changing Industry. Wendy Hall, Lynchburg College, USA, Atul Gupta, Lynchburg College, USA.
4. Application Of Social Web Tools To The Internationalization Of Retail Companies. Alejandro Mollá-Descals, Ph.D., University of Valencia, Spain, Miguel-Ángel Gómez-Borja, Ph.D., University of Castilla-La Mancha, Spain, Carlota Lorenzo-Romero, Ph.D., University of Castilla-La Mancha, Spain, Juan-Antonio Mondéjar-Jiménez, Ph.D., University of Castilla-La Mancha, Spain.
5. An assessment of Vaccine Supply and Logistics Systems in Thailand.
6. An Apparel Brand's Channel Strategy: The Case of Oliver in Korea. Hyejeong Cho, Sungkyunkwan University, South Korea, Yanghun Lim, Sungkyunkwan University, South Korea, Sungmin Ryu, Ph.D*, Sungkyunkwan University, South Korea.
7. Wal-Mart In The Global Retail Market: Its Growth And Challenges. Bahaudin G. Mujtaba, (E-mail: mujtaba@sbe.nova.edu), Nova Southeastern University, Simone Maxwell.
8. Merchandising by Francis Buttle.

Weekly Course Schedule

WEEK 1 Session 1	
Description	Readings & Assignments
<ul style="list-style-type: none"> Course introduction: Welcome, overview and presentation of all the different aspects of the course (activities, Policies, assessment methods, etc.) Unit 1: Introduction to marketing, International Marketing and Distribution networks. Nature and importance of marketing channels. 	<ul style="list-style-type: none"> Video: Simon Sinek Ted. How leaders inspire action.
WEEK 2 Session 2	
Content & Description	Readings & Assignments
<ul style="list-style-type: none"> Unit 2: The dynamic environment and its implications for distribution channels 	<ul style="list-style-type: none"> Readings: The importance of distribution channels. <i>Segetlitka, Dujak Mesaric</i>
WEEK 3 Session 3	
Content & Description	Readings & Assignments
<ul style="list-style-type: none"> Unit 3: Global Markets and implications on distribution channels from an international point of view. Channel structure decisional taking process. 	<ul style="list-style-type: none"> Write a 3 pages report after working on www.doingbusiness.org, and www.transparency.org and www.globaledge.msu.edu Do the assigned reading for next session
WEEK 4 Session 4	
Content & Description	Readings & Assignments
<ul style="list-style-type: none"> Unit 4: International Culture and its impact on distribution channels and purchasing habits Comparative purchasing decisions Europe vs USA. Comparative analytics in distribution channels 	<ul style="list-style-type: none"> Readings: Managing distribution Channels in the control and instrumentation market with multi-faceted product lines. Video: Shenzhen the Silicon Valley of Hardware.
WEEK 5 Session 5	
Content & Description	Readings & Assignments
<ul style="list-style-type: none"> Unit 5: Political environment and its influence on distribution networks Unit 6: Legal environment and its impact on sales and distribution strategies 	<ul style="list-style-type: none"> Present verbally and openly in class your conclusions and main lessons learned after bringing 2 news which make reference to some of the former topics.
WEEK 6 Session 6	
Content & Description	Readings & Assignments

<ul style="list-style-type: none"> • Mid term exam • Review class: Reviewing content of the previous sessions, explanation of the exam, problem solving. 	None
WEEK 7	
Session 7	
Content & Description	Readings & Assignments
<ul style="list-style-type: none"> • Unit 7: Marketing Research applied to a distribution network 	<ul style="list-style-type: none"> • Reading: Barnes & Noble, Inc.: Maintaining a Competitive Edge in An Ever-changing Industry. Wendy Hall, Lynchburg College, USA, Atul Gupta, Lynchburg College, USA
WEEK 8	
Session 8	
Content & Description	Readings & Assignments
<ul style="list-style-type: none"> • Unit 8: Research practice on Marketing and distribution channels using software Jamovi or PSPP 	<ul style="list-style-type: none"> • Reading: Application of Social Web Tools To The Internationalization Of Retail Companies. Alejandro Mollá-Descals, Ph.D., University of Valencia, Spain, Miguel-Ángel Gómez-Borja, Ph.D., University of Castilla-La Mancha, Spain, Carlota Lorenzo-Romero, Ph.D., University of Castilla-La Mancha, Spain, Juan-Antonio Mondéjar-Jiménez, Ph.D., University of Castilla-La Mancha, Spain
WEEK 9	
Session 9	
Content & Description	Readings & Assignments
<ul style="list-style-type: none"> • Special Session: Distribution Networks for Covid Vaccines, Groupwork in class. • Unit 9: Global Marketing Planning and the role of Distribution networks 	<ul style="list-style-type: none"> • Reading: An assessment of Vaccine Supply and Logistics Systems in Thailand
WEEK 10	
Session 10	
Content & Description	Readings & Assignments
<ul style="list-style-type: none"> • Unit 10: Products and services in an International context and their alignment with distribution channels. 	<ul style="list-style-type: none"> • Readings: An Apparel Brand's Channel Strategy: The Case of Oliver in Korea. Hyejeong Cho, Sungkyunkwan University, South Korea, Yanghun Lim, Sungkyunkwan University, South Korea, Sungmin Ryu, Ph.D*, Sungkyunkwan University, South Korea
WEEK 11	
Session 11	
Content & Description	Readings & Assignments
<ul style="list-style-type: none"> • Unit 11: International Marketing Communication and Channel distribution. 	<ul style="list-style-type: none"> • Readings: Wal-Mart in The Global Retail Market: Its Growth and Challenges. Bahaudin G. Mujtaba, (E-mail: mujtaba@sbe.nova.edu), Nova Southeastern University, Simone Maxwell.
WEEK 12	
Session 12	
Content & Description	Readings & Assignments

<ul style="list-style-type: none"> • Merchandising and its strategic implications. • Final exam. 	<ul style="list-style-type: none"> • Readings: Merchandising by Francis Buttle.
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Attendance, Participation & Student Responsibilities

Attendance: CAPA has a mandatory attendance policy. Attendance is taken at the beginning of every class. The first time a student has an unexcused absence for a class, their grade will not be impacted. The second time a student has an unexcused absence in that class, it will result in a 3 percent reduction of the final grade (for example: an A- [92] will become a B+ [89]). The student will be placed on academic probation at this time. Three unexcused absences per class will result in failure of the course. A pattern of three absences in more than one course will result in dismissal from the program. If a student arrives late for a scheduled class, it is the student's responsibility to notify the instructor to ensure that they are added to the class register for the session.

Excused Absences: Absences are only excused for medical reasons, for a family emergency or for a religious holiday. To request an excused absence, students must email excusedabsencesbarcelona@capa.org ahead of time and provide evidence (e.g. a doctor's note) of the reason for their absence, otherwise the absence will not be excused. Even if the student knows the absence will not be excused, the student should still contact CAPA to inform CAPA they will not be in class. In addition to contacting excusedabsencesbarcelona@capa.org, it is the responsibility of the student to contact their instructor and make up any missed assignments.

Class Participation: Students are expected to participate in all classes and to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assigned reading BEFORE the class and arrive at the session on time. Participation is a vital part of students' grade: students are expected to participate in class and in online forums and discussions in a critical and evaluative manner; to interact with the faculty and fellow students with respect and tolerance; and to actively engage in discussion. Derogatory or inflammatory comments about the cultures, perspectives or attitudes of others will not be tolerated.

Academic Accommodations: Any student who feels they may need an accommodation based on the impact of a physical, psychological, medical, or learning disability should contact the instructor and/or the Director of Academic Affairs privately to discuss their specific needs. Students requesting accommodations must have their home institution's Disabilities Services or an appropriate licensed professional or healthcare provider submit official documentation directly to CAPA in a timely manner outlining their specific needs. If the documentation is submitted by a provider other than the home institution's Disabilities Services, it must be someone familiar with the history and functional limitations of the student's disability (not a relative or family member of the student). Any required accommodations will be approved by CAPA's Vice President for Academic Affairs, in consultation with relevant Academic Directors, before being relayed to faculty. Any student who requires an accommodation based on official documentation should also discuss their needs directly with their instructor.

Academic Integrity: A high level of responsibility and academic honesty is expected. Because the value of an academic course depends upon the absolute integrity of the work done by the student, it is imperative that a student demonstrates a high standard of individual honor in their scholastic work and class behavior. Plagiarism, self-plagiarism, and cheating can result in dismissal from the program. Self-plagiarism, copying an assignment entirely or partially to submit to a different class in an attempt to receive credit twice for one piece of work is unacceptable and considered cheating by duplication. Student's risk receiving a "0" for any assignments in which they have duplicated their own work. All substantial writing assignments will be run through the plagiarism checking software Turnitin when submitted via CANVAS. See CAPA's Academic Standards and Policies for more information and resources on plagiarism.

Sexual Misconduct, Required Reporting, and Title IX: CAPA: The Global Education Network is committed to encouraging a safe and healthy environment at our CAPA centers. This commitment includes the understanding of, and applicable adherence to, the guidelines outlined in Title IX of the Education Amendments of 1972. Title IX necessitates that US universities provide equity in all educational programs and activities without sex discrimination. CAPA understands the implications of Title IX compliance for our institutional partners and thus endeavors to support this compliance as a vital aspect of partnership. The safety and security of all students during a program is a matter of crucial importance to CAPA. To facilitate this, CAPA encourages students to openly disclose any and all information that is Title IX relevant so that CAPA staff can provide support and connect students with appropriate resources. Because students may not understand the implications of Title IX abroad, CAPA will work to advise students about the resources available through Title IX and explain the importance of compliance in Title IX reporting. CAPA will work to build student confidence in CAPA's status as a mandated reporter by outlining the advantage of disclosure for the student, reassuring them that any information disclosed will not be used in an inappropriate manner, and stressing that individuals will only be informed on a need-to-know basis.

Use of Electronic Equipment in Class: All devices such as laptops, i-pods, i-pads, netbooks, notebooks and tablets, smartphones, cell phones, etc. are NOT allowed unless students have express permission from the faculty, or they have been

instructed to do so. If students require an accommodation to use any type of electronic equipment, they must inform the Director of Academic Affairs at the beginning of term.

Use of Electronic Translators: In language courses students are NOT allowed to use electronic translators for writing texts in the target language: those submitting compositions and texts of whatever kind translated in such a fashion will receive a "0" (F) grade for the course.

Late Submission: Late submission of papers, projects, journal entries, pieces of homework and portfolios is only permitted with prior approval. A request for an extension must be made to the relevant faculty member no later than two days prior to the due date. Late submission without prior approval will result in a 3 percent per day deduction of the final grade. In either case, work cannot be submitted after feedback has been provided to the rest of the class on the relevant assessment or one week after the due date whichever comes first, after which point a grade of "0" (F) will be given for the assessment.

Behavior during Examinations: During examinations, students must do their own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, and students may not access online resources of any kind, compare papers, copy from others, or collaborate in any way. Any failure to abide by examination rules will result in failure of the exam and may lead to failure of the course and disciplinary action.