

## SUBJECT TEACHING GUIDE

G922 - Marketing

Degree in Business Administration and Management

Academic year 2019-2020

1. IDENTIFYING DATA					
Degree	Degree in Business Administration and Management			Type and Year	Optional. Year 4
Faculty	Faculty of Economics and Business Studies				
Discipline	Subject Area: Commercial Distribution				
Course unit title and code	G922 - Marketing				
Number of ECTS credits allocated	6	Term	Semester based (1)		
Web					
Language of instruction	Spanish	English Friendly	Yes	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS				
Name of lecturer	ANDREA PEREZ RUIZ				
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Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E249)				
Other lecturers	ANGEL AGUDO SAN EMETERIO				

### 3.1 LEARNING OUTCOMES

- The student is expected to acquire the basic notions to manage the commercial distribution policy of companies, especially in the case of wholesalers and retailers.

#### 4. OBJECTIVES

- Know the structure of distribution channels and their role in the economy.
- Analyze the concept and evolution of distribution channels in developed markets.
- Differentiate the various levels of the distribution channel, as well as the different existing sale methods.
- Structure the commercial distribution of a company through physical and online channels.
- Manage the location, assortment, communication and pricing policy of a retail company.

#### 6. COURSE ORGANIZATION

##### CONTENTS

1	STRATEGIC ANALYSIS OF COMMERCIAL DISTRIBUTION
2	MARKETING POLICIES IN COMMERCIAL DISTRIBUTION

#### 7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
2 partial exams	Written exam	No	Yes	50,00
2 group assignments (work after class time and evaluation during class time -2 presentations-)	Work	No	Yes	35,00
Various assignments throughout the semester (work and evaluation during class time)	Laboratory evaluation	Yes	No	15,00
<b>TOTAL</b>				<b>100,00</b>

##### Observations

Each partial exam will consist of open-ended questions that will evaluate all the theoretical contents seen in the course. The group assignments will consist of the development of a strategic analysis of the distribution strategies used by companies in a specific industry, working in multidisciplinary teams. There will be two public presentations of the project that will be evaluated as well.

Some practical assignments will also be carried out in the classroom, through various deliverable activities that the teachers will present to the students and which will be carried out in different sessions throughout the semester.

The minimum qualification required in the partial exams is 4.00 points (out of 10.00).

The minimum qualification required in the group assignments is 4.00 points (out of 10.00).

If the student do not reach these minimum requirements, he/she will not pass the course and he/she would have to take an additional test in due time.

##### Observations for part-time students

The individual exam will consist of a multiple choice test that will evaluate all the theoretical contents seen in the course (both in the ordinary and extraordinary call for the exam).

#### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

##### BASIC

VÁZQUEZ CASIELLES, R. y TRESPALACIOS GUTIÉRREZ, J. (2006): Estrategias de Distribución Comercial. Thomson, Madrid.