

## CASTILLA – LA MANCHA UNIVERSITY. TEACHING GUIDE

### 1. General Data

**Subject:** Market Distribution

**Code:** 54343

**Type of subject:** Elective

**ECTS:** 4,5

**Degree:** 317 - BA Degree Business Administration (Albacete)

**Faculty:** (5) Economic and Business Sciences (Albacete, Spain)

**Academic Year:** 2016-2017

**Groups:** 12

**Course:** 4

**Duration:** First quarter of the year

**Language I:** Spanish **Language II:** English (reads, presentations, materials)

**Web:** <https://guiae.uclm.es/vistaPrevia/24559/999>

Teacher's Name: Leticia del Pozo Ruiz				
Office	Department	Direct Telephone	E-mail	Tutorials
1.12	Business Administration	2170	Leticia.Pozo@uclm.es	Previously agreed

### 2. Prerequisite

There are no specific prerequisites. It is recommended to have previously studied Fundamentals of Marketing subject (3 BA-Degree. Compulsory Subject)

And Commercial Management of the Company (3rd Degree ADE-Mandatory).

### 3. Justification of the curriculum and relation with other subjects/formation

The subject of Market Distribution proposed to go deeper into market distribution channels, providing an integral vision about its activities, characteristics and relevance for Marketing. The aim is provide the student the approach to analyze and make decisions in relation to market distribution channels management.

### 4. Competences

#### Subject specific Competences

E01. To manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses.

E02. To manage entrepreneurship, adaptability to change and creativity in any functional area of a company or organization.

E06. Ability for general management, technical management and the management of research, development and innovation projects in any company or organization.

G01. Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.

G03. To develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.

G04. Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas.

G05. Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations.

## 5. Expected learning objectives or key results

### Additional Results

To know different marketing structures and their intermediaries. Delineate relationships and interests of the distribution channels and their management procedures. Know the different ways to access external markets and marketing structures in foreign markets. Know main e-commerce tools and relate market distribution with the different business activities. Apply those determinants factors for planning, design and management decisions for market distribution. To transmit to the student the concepts, terminology and philosophy for market distribution. Understand the overall process of decision-making regarding the design and management of distribution channels.

## 6. Subject Content

Lesson 1. Distribution Channels

Lesson 2. Distribution Channels – Relationships

Lesson 3. Business Model

Lesson 4. International Distribution

Lesson 5. E-commerce Distribution

Lesson 6. Design and usability of the online Distribution

## 7. Methodology and Activities

Educational Activity	Methodology	Competences	ECTS	Hours	A	C	R	Description
Face-to-face Teaching [theoretical lessons]	Face-to-face Learning	E01, E02, G01	0.80	0.20	No	—	—	Learning Theoretical lessons and practical contents
Face-to-face Teaching [practical lessons]	Methodology Combination	E01, E02, E06, G01, G03, G05	0.60	15.00	Yes	No	No	Learning Classroom: practical exercises (theoretical lessons + practical contents)
Practical works [autonomous student]	Group work	E01, E02, E06, G03, G04, G05	1.20	30.00	Yes	No	No	Learning Group work (3 students maximum) in relation to Business and Distribution
Practical works [autonomous student]	Autonomous work	E02, G03, G04, G05	0.20	5.0	Yes	No	No	Learning Practical Exercises (elaboration and discussion)
Study time [autonomous student]	Self-learning	E02, G03, G04, G05	1.48	37.00	No	—	—	Learning Study time (theoretical lessons and practical contents)
Final assessment test [on-site test]	Evaluation test	G01, G03	0.10	2.50	Yes	Yes	Yes	Exam Theoretical and practical test
Group Tutoring	Group work	E01, E02, E06, G03, G04, G05	0.12	3.00	Yes	No	No	Tutoring Group work (face-to-face assistance for whole group)
TOTAL:			4.50	112.50				
ACADEMIC CREDITS [on-site] TOTAL: 1.62								Face-to-face work TOTAL HOURS: 40.50
ACADEMIC CREDITS [autonomous]								Autonomous work TOTAL HOURS: 72.00

A: Assessable formation activity  
 C: Compulsory formation activity  
 R: Recoverable formation activity

## 8. Evaluation Terms

Evaluation System	% Subject valuation	Description
Exam	40.00%	Exam (1)
Group work	50.00%	Group work. Oral explanation is required for evaluation (2)
Practical exercises	5.00%	Practical exercises (3)
Student participation	5.00%	Practical exercises (3)
TOTAL:	100%	

### Evaluation Terms

(1) Final evaluation test. Related to theoretical concepts and practical exercises. This evaluation grade is equivalent to 40% subject final evaluation. A minimum of 4 out of 10 is required in this test to compute with the remaining parts.

(2) Group work evaluation will be estimate by the teacher depending on: work context, format and group organization or tutorials. This evaluation grade is equivalent to 50% subject final evaluation (written work and oral explanation).

(3) Practical exercises in relation to theoretical lessons and Marketing tools and students participation are equivalent to 10% subject final evaluation.

## 9. Work Planning

GLOBAL ACTIVITIES	
Formative Activities	Hours
Face-to-face Teaching [theoretical lessons]	20
Face-to-face Teaching [practical lessons]	15
Group work [autonomous student]	30
Group work [autonomous student]	5
Study time [autonomous student]	40
Final test [final evaluation test]	2.5
TOTAL HOURS	112.5

\* Details in relation to specific teacher planning will be specified during the course

## 10. References

Author	Title	Editorial	City	ISBN	P. Year
Martínez, F.J. y Maraver, G.	Distribución Comercial	Delta Publicaciones	Madrid	9788492453436	2009
Molinillo, S.	Distribución Comercial Aplicada	ESIC	Madrid	9788473569842	2014