



## **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 organisations 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 organisation to increase sales, margins and the levels of collaboration with channel partners.

#### **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.

## 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. You will actively explore the Global City in which you are currently living. Furthermore, you 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**

Enrique Tomás is the largest ham chain in the world.

Students will have the chance to visit Enrique Tomás headquarters in Barcelona and discover the activities of the company in Barcelona and South-Europe

**2. Field trip to Bodegas Torres by the Marketing Director.**

Bodegas Torres is a historical wine growing company located in Pals, some 4 km from Vilafranca del Penedès, where the company has its head office. Torres is the family winery with the most extensive vineyards in the Denomination of Origin (DO) of Penedès and 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 by the International Expansion Director.**

The Tea Shop is the leader tea store chain in the Spanish market.

Students will visit several stores of the chain and analyze the local and international strategy of the firm with the International expansion manager.

**4. Site visit to Party Fiesta by the company's CEO**

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 discover the challenges of the company and the party industry.

## Mid-Term & Final Exams

The **mid-term exam** consists of a short business case with four questions to answer (90 minutes)

The **final exam** consists of two parts:

- a) short questions with open answers on topics covered until that point in class (45 minutes)
- b) short business case (45 minutes)

## 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
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## Grade Breakdown and Assessment of Learning Outcomes

Assessment Task	Grade %	Learning Outcomes	Due Date
Class participation/Small group discussion	10%	all	Weekly
Mid-term exam	30%	a,b, c, d	Week 6
Group project Presentation 1 X 15-20 min. group presentation	15%	all	Week 9
Group project's final paper	15%	all	Week 10
Final Exam	30%	e,f,g,h	Week 12

### Dress Code

None

### Course 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".

### 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
- Dominguez, A y Muñoz, G. Métricas de Marketing. ESIC Editorial, 2010. ISBN: 978-874-7356-7183-2

### Articles

- "How to Win in an Omnichannel World", Harvard Business Publishing.
- "Marketing Reading: Developing and Managing Channels of Distribution", Harvard Business Publishing.

## Weekly Course Schedule

WEEK 1		Date
<b>Lesson Number / title</b>	<b>1. Course introduction</b>	
Meeting time and Venue	To be determined	
In-class activity	Welcome, overview and presentation of all the different aspects of the course (activities, Policies, assessment methods, etc.)	
Out-of-class activity		
Readings	<u>None</u>	
Assignments	<u>Do the assigned reading for next session</u>	
Notes		
WEEK 1		Date
<b>Lesson Number / title</b>	<b>2. Nature and importance of marketing channels</b>	
Meeting time and Venue	To be determined	
In-class activity	Lecture and open debate	
Out-of-class activity		
Readings		
Assignments	<u>Do the assigned reading for next session</u>	
Notes		
WEEK 2		Date
<b>Lesson Number / title</b>	<b>3. Operation and organisation of a channel</b>	
Meeting time and Venue	To be determined	
In-class activity	Lecture and small group debate	
Out-of-class activity		
Readings		
Assignments	<u>Do the assigned reading for next session</u>	
Notes		
WEEK 2		Date
<b>Lesson Number / title</b>	<b>4. Case Study: ZARA: Fast Fashion</b>	
Meeting time and Venue	To be determined	
In-class activity	Case study	
Out-of-class activity		
Readings	<u>ZARA: Fast Fashion</u>	
Assignments		
Notes		
WEEK 3		Date
<b>Lesson Number / title</b>	<b>5. Channel structure decisions</b>	
Meeting time and Venue	To be determined	
In-class activity	Lecture and group activity	
Out-of-class activity		
Readings		
Assignments		

Notes	
<b>WEEK 3</b>	
	<b>Date</b>
<b>Lesson Number / title</b>	<b>6. Site visit to Enrique Tomás in Barcelona</b>
Meeting time and Venue	To be determined
In–class activity	
Out–of–class activity	<u>Field trip</u>
Readings	None
Assignments	1. Write a one page report on the visit 2. Do the assigned reading for next session
Notes	
<b>WEEK 4</b>	
	<b>Date</b>
<b>Lesson Number / title</b>	<b>7. Channel management decisions</b>
Meeting time and Venue	To be determined
In–class activity	Lecture and small group debate
Out–of–class activity	
Readings	
Assignments	<u>Do the assigned reading for next session</u>
Notes	
<b>WEEK 4</b>	
	<b>Date</b>
<b>Lesson Number / title</b>	<b>8 Case study: Enrique Tomás and the flagship store</b>
Meeting time and Venue	To be determined
In–class activity	Case study
Out–of–class activity	
Readings	Enrique Tomás and the flagship store Case
Assignments	<u>Do the assigned reading for next session</u>
Notes	
<b>WEEK 5</b>	
	<b>Date</b>
<b>Lesson Number / title</b>	<b>9 Field trip to Bodegas Torres</b>
Meeting time and Venue	To be determined
In–class activity	
Out–of–class activity	<u>Field trip</u>
Readings	<u>None</u>
Assignments	1. Write a one page report on the visit 2. Do the assigned reading for next session
Notes	
<b>WEEK 5</b>	
	<b>Date</b>
<b>Lesson Number / title</b>	<b>10. Marketing logistics and supply chain management</b>
Meeting time and Venue	To be determined
In–class activity	Lecture and small group debate
Out–of–class activity	
Readings	

Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 6</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>11. Review class</b>
Meeting time and Venue	To be determined
In–class activity	Reviewing content of the previous sessions, explanation of the exam, problem solving.
Out–of–class activity	
Readings	<b><u>All the previous</u></b>
Assignments	<b><u>Prepare for the Midterm Exam</u></b>
Notes	
<b>WEEK 6</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>12. MID-TERM EXAM</b>
Meeting time and Venue	To be determined
In–class activity	Mid-term exam in class hours
Out–of–class activity	
Readings	
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 7</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>13. Retail distribution</b>
Meeting time and Venue	To be determined
In–class activity	Lecture and open debate
Out–of–class activity	
Readings	
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 7</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>14. Case study: Party Fiesta: layout of the stores.</b>
Meeting time and Venue	To be determined
In–class activity	Case study
Out–of–class activity	
Readings	<b>Party Fiesta: layout of the stores.</b>
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 8</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>15. Case Study: BCN Brand: Selling Barcelona Around the World.</b>
Meeting time and Venue	To be determined
In–class activity	Case study
Out–of–class activity	
Readings	<b><u>“BCN Brand: Selling Barcelona Around the World”. Case</u></b>

Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 8</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>16. Wholesale distribution</b>
Meeting time and Venue	To be determined
In–class activity	Lecture and group debate
Out–of–class activity	
Readings	<b><u>None</u></b>
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	

<b>WEEK 9</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>17. Site visit to Party Fiesta</b>
Meeting time and Venue	To be determined
In–class activity	
Out–of–class activity	<b><u>Field trip</u></b>
Readings	<b><u>None</u></b>
Assignments	<b><u>1. Do the assigned reading for next session</u></b> <b><u>2. Write a one page report on the visit</u></b>
Notes	

<b>WEEK 9</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>18. Case Study: Imaginarium Barcelona</b>
Meeting time and Venue	
In–class activity	Case study
Out–of–class activity	
Readings	<b><u>Imaginarium Case</u></b>
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	

<b>WEEK 10</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>19 Case Study: El Corte Inglés</b>
Meeting time and Venue	To be determined
In–class activity	Case Study
Out–of–class activity	
Readings	<b><u>El Corte Inglés case</u></b>
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	

<b>WEEK 10</b> <span style="float: right;"><b>Date</b></span>	
<b>Lesson Number / title</b>	<b>20 Site visit to The Tea Shop</b>
Meeting time and Venue	To be determined
In–class activity	

Out-of-class activity	<b>Field trip</b>
Readings	<b>None</b>
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	Final projects' paper should must be printed and handed in.
<b>WEEK 11</b>	<b>Date</b>
<b>Lesson Number / title</b>	<b>21. Group projects presentation</b>
Meeting time and Venue	To be determined
In-class activity	Each group will present their project to the class
Out-of-class activity	
Readings	<b>None</b>
Assignments	<b><u>Do the assigned reading for next session</u></b>
Notes	
<b>WEEK 11</b>	<b>Date</b>
<b>Lesson Number / title</b>	<b>22. Group projects presentation</b>
Meeting time and Venue	To be determined
In-class activity	Each group will present their project to the class
Out-of-class activity	
Readings	<b>None</b>
Assignments	<b><u>Revise all the readings</u></b>
Notes	
<b>WEEK 12</b>	<b>Date</b>
<b>Lesson Number / title</b>	<b>23. Review class and Final Debate</b>
Meeting time and Venue	To be determined
In-class activity	Reviewing content of the previous sessions, explanation of the exam, problem solving. FINAL DEBATE
Out-of-class activity	
Readings	
Assignments	<b><u>Prepare for the finals</u></b>
Notes	
<b>WEEK 1 2</b>	<b>Date</b>
<b>Lesson Number / title</b>	<b>24. FINAL EXAM</b>
Meeting time and Venue	To be determined
In-class activity	
Out-of-class activity	
Readings	
Assignments	
Notes	

## Attendance, Participation & Student Responsibilities



**Attendance:** CAPA has a mandatory attendance policy. Attendance is taken at the beginning of every class. Unless otherwise expressed by your instructor, the first time a student has an unexcused absence for a class, his/her 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 an 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.

**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 contact [excused.absence@capa.org](mailto:excused.absence@capa.org) ahead of time and provide evidence (e.g. a doctor's note) of the reason for his/her 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 [excused.absence@capa.org](mailto:excused.absence@capa.org), it is the responsibility of the student to contact his/her instructor and make up any missed assignments.

**Class Participation:** Students are expected to participate actively and critically in class discussions, and the participation portion of the class will be graded accordingly. Students must read assignments BEFORE the class, and come in on time. Participation is a vital part of your grade: students are expected to participate orally in seminars 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 in the class will not be tolerated.

***Any student who feels s/he 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 your specific needs.***

**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 his or her 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. Students risk receiving an "0" for any assignments in which they have duplicated their own work.

All substantial writing assignments (typically anything worth 20% or more of the final course grade) 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 seven 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 you have express permission from the faculty or you have been instructed to do so. If you require an accommodation to use any type of electronic equipment, inform the Associate 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 final 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 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 full alpha grade penalty. 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 F will be given for the assessment.

**Behavior during Examinations:** During examinations, you must do your own work. Unless specifically instructed by the lecturer or instructor, talking during an exam is not permitted, nor may you 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.