

COURSE NAME: DISTRIBUTION STRATEGY

UFV CODE: 4375 **ECTS:** 4.5

TYPE OF COURSE: OP, 1C

INTERNATIONAL CODE: MKT4375 **YEAR:** 3

REQUIREMENTS: MKT4321

OBJECTIVES: To familiarize students with every step of the process beginning with

product (or service) creation and ending with its delivery to the final customer

COURSE DESCRIPTION: Designing company distribution channels. Captive distribution

channels. Open channel distribution strategy. Category management. Trade marketing

BIBLIOGRAPHY: ALFARO, T.; El marketing como arma competitiva. Mc Graw Hill,

Madrid. PERIS, S.M.: Distribución comercial. ESIC, Madrid

METHODOLOGY: Theoretical and practical classes

EVALUATION: Evaluation will be based on class discussion, participation, attendance

and final exam

PROFESSOR: Ignacio Carnicero Plaza **LANGUAGE:** Spanish