

COURSE NAME: DISTRIBUTION STRATEGY I (taught in English)

UFV CODE: 4275 ECTS: 4.5

TYPE OF COURSE: OP, 2C

INTERNATIONAL CODE: MKT4275 YEAR: 4

REQUIREMENTS: MKT4233

OBJECTIVES: Understand distribution channels. Designing company channels; captive

channels. Free channels of distribution

COURSE DESCRIPTION: Business units as reference models for the process of defining

and developing profitable management. Profit earning as a factor in distribution strategies

BIBLIOGRAPHY: Theoretical classes, fostering the students' participation in class

METHODOLOGY: Lectures, reading assignments and film forum

EVALUATION: The final exam will account for most of the final grade. The professor will

also evaluate the students' participation in class

PROFESSOR: Jesús Sánchez Cotobal **LANGUAGE:** English