

Course: Distribution Strategy I

CREDITS: 3

UFV CODE: 4275

INTERNATIONAL CODE: MKT4275

HOURS: 45

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.

METHODOLOGY: Theoretical classes, fostering the students' participation in class.

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: Spanish.