

**COURSE DATA****DATA SUBJECT**

**Code:** 40106  
**Name:** Channel management  
**Cycle:** Master's Degree  
**ECTS Credits:** 5  
**Academic year:** 2026-27

**STUDY (S)**

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	Second quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Specialty in distribution	ELECTIVES

**COORDINATION**

FRASQUET DEL TORO MARTA

MOLLA DESCALS ALEJANDRO MANUEL

**SUMMARY**

In the subject Channel management, the nature and agents of marketing channels will be analysed, as well as their structure, with an in-depth vision of the relationships that take place between manufacturers, distributors and consumers. Thus, the first part of the subject, which includes the first two topics, reviews the current structures in the marketing channels as well as the fundamental aspects of the design of the marketing channel. These structural aspects undoubtedly affect the relationships that exist between the agents of the channel, which are the topics that are addressed in the following topics. Thus, topics 3, 4 and 5 deal with dependency and power relationships in the channel, conflict relations and how to resolve them, and relations based on collaboration. Topics 6 and 7 deal with the new challenges in the management of the channel as well as the technologies and approaches that help to implement an effective management of the relationships in the channel

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.



## OTHER REQUIREMENTS

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

## COMPETENCES / LEARNING OUTCOMES

### 2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Critically analyse one's own work and that of colleagues.

Diseñar estrategias de marketing.

Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Redactar documentos e informes en marketing e investigación comercial.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.

Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.



Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de organizar y planificar las actividades de un departamento de marketing en el ámbito empresarial.

Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

## DESCRIPTION OF CONTENTS

### **1. Topic 1. Definition and organization of marketing channels**

### **2. Topic 2. Structure of distribution channels and market coverage**

### **3. Topic 3. Dependence and power in the marketing channel**

### **4. Topic 4. Conflict in the marketing channel**

### **5. Topic 5. Collaboration in the marketing channel**



## 6. Topic 6. New challenges in relationships in the channel

## 7. Topic 7. New technologies and approaches in the relationships in the channel

### WORKLOAD

#### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	35,00
Seminar	7,00
Group work	2,00
<b>Total hours</b>	<b>44,00</b>

#### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	7,50
Individual or group project	12,50
Independent study and work	6,00
Preparation of lessons	45,00
Preparation for assessment activities	17,50
Resolution of case studies	0,00
<b>Total hours</b>	<b>88,50</b>

### TEACHING METHODOLOGY

No distinction is made between theoretical and practical classes, but rather all sessions are theoretical-practical. An eminently practical methodology is proposed and based on the construction of learning by the student. In this way, to achieve the learning objectives, the following methods will be used:

Participatory master class. The presentation of essential contents of the program by the teacher will be limited to 20% of the class time. It is intended that the student become familiar with the terms, concepts, procedures and trends in relationship management in the marketing channel.

Reading discussion. The discussion of the contents of the program will extend beyond the presentation by the teacher with the reading debate. The articles indicated as mandatory bibliography in each topic will be chosen mainly. Discussion questions will be raised that will be discussed openly in the group to deepen and contextualize specific points of the program.



Case studies. Through different supports (videos, texts, news or podcasts), company cases that raise a question related to the management of relationships in the channel will be presented. The resolution procedure of the practical cases will be in four steps, first, the individual reflection of the questions raised, second, the debate in the group to answer the questions, third, the debate in the complete group of the conclusions of the work groups and fourth, the corrections or indications of the teacher.

Expert seminars. Two expert seminars are planned. A first seminar will feature an export manager from a manufacturer of durable products (home equipment) who will illustrate the reality of his sector in terms of the search for international distribution channels. A second seminar will be given by a marketing manager from a company that manufactures non-durable products (food), who will illustrate the reality of relations with large retailers in the sector and in the case of your company.

Individual work. Each student will carry out an individual research work that involves documentation on a specific topic proposed by the teacher and its illustration with an example or practical case, according to the specific indications given in class.

Teamwork. In groups, students must build a case study on how a commercial SME uses information and communication technologies (ICT) to interact with suppliers and customers, according to the specific indications given in class.

## EVALUATION

It is necessary to pass the final exam in order to pass the subject, that is, the rest of the contributions (a, b and c) will be considered.

a) Class participation (10%)

b) Individual work (20%)

c) Teamwork (20%)

d) Final exam (50%)

Important notes regarding evaluation:

It is necessary to pass (obtain 5 points out of 10) the exam in order to pass the subject. This activity is recoverable, e>

## REFERENCES

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