

**COURSE DATA****DATA SUBJECT****Code:** 40108**Name:** Logistics and physical distribution**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2025-26**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

FAYOS GARDO TERESA

SUMMARY

In the course Logistics and Physical Distribution will analyse variables such as the development of systems that allow the integration of the company in real value chains, going beyond the simple aggregation of the functions of storage, transport and handling of the goods, incorporating the customer service as a key success factor in all these activities. Thus, the first part "Logistics and physical distribution", aims to define the current content of the logistics function in companies that operate in the commercial distribution sector, establishing logistics as a dynamic concept. The evolution in the content of the logistics function is analysed and its current importance is highlighted in a highly competitive environment and the ways of organizing the logistics function in the company are defined. The second thematic block, "elements of the logistic function" aims to identify, conceptualize and develop the variables that support an efficient logistics function. Marketing channels, logistics operators, information management systems, customer service and logistics platforms are presented as current trends. Finally, the third phase of the programming involves focusing on "the new logistics strategies" by making known the new trends that, from the incorporation of information and communication technologies, are generated in the design of the logistics function.

It will consist of the theoretical-practical study of the new approaches around the logistics function and the supply chain management, delimiting its nature and components. The foundations of logistics, its objectives and its relevance in the field of international trade will be considered.



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. First Part.- Fundamentals of Logistics and Physical Distribution

Topic 1. Logistics and its activities: importance and focus

Topic 2. New logistic developments

Topic 3. Customer service in logistics

Topic 4. Logistics in international trade

2. Second Part.- Elements of the Logistics Function

Topic 5. Inventory management

Topic 6. Transportation decisions

Topic 7. Storage decisions

**WORKLOAD****PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	35,00
Seminar	7,00
Group work	2,00
Total hours	44,00

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
Total hours	88,50

TEACHING METHODOLOGY

The teaching methodology to be used in the theoretical classes will basically be the participatory master class. In this sense, the teacher will explain the different topics and points that make up the program, but at the same time motivate active participation in class, trying to intersperse the use of his word with teacher-student dialogue intervals. In each of the topics, the teaching resources are conceived structured as follows:

- Basic bibliography, in which a series of manuals are indicated that allow to adequately cover the subjects contained in the programming of the subject.
- Supplementary Bibliography or Readings. Both monographs are collected here, focusing on a specific issue related to the subject and articles that deal with some specific aspect of the topic.
- Additionally, the student will have available through the virtual classroom links to documents and web pages with complementary information

As for the practical part, the previous work and the active participation of the student will be the fundamental key in its development and evaluation. The activities to be developed, both individually and as a team, will basically be of three types:



- Discussion of readings
- Discussion of practical cases
- Preparation of reports

In addition, during the course involved professionals involved in logistics management in order to illustrate in an applied way the theoretical topics of the subject. Visits will also be made to companies or institutions to learn about certain logistics functions through experience.

The proposed methodology can be developed both in person and remotely if the circumstances require it.

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EVALUATION

The evaluation of the subject will be made taking into account the achievement of different types of skills, as follows:

- a) Class participation 10%
- b) Individual work 20%
- c) Teamwork 20%
- d) Final exam 50%

a) Participation in class

Participation will be evaluated in a positive way to the extent that:

- ¿ The student attends the sessions regularly and punctually.
- ¿ The student shows motivation to participate in debates or activities.
- ¿ Participation demonstrates that the relevant materials have been read.
- ¿ Participation takes into account the interventions of colleagues.
- ¿ The student respects the classmates in all aspects.

b) Individual work

Through the individual works the teacher will be able to evaluate the abilities of the student regarding the analysis of problems, the logical argumentation, as well as the structuring and documentation of written works. Individual work is based on two methodologies:

- ¿ Debate of readings: The student must read previously to the session in which the debate is scheduled, the readings indicated by the teacher, in order to participate actively and documented in the discussion.
- ¿ Resolution and discussion of practical activities: The student should analyze a situation or specific problems related to business logistics, propose options or solutions, and argue their proposals. There will be two practical cases during the course, which will be presented in writing on the date indicated.

c) Team work

The final objective of the work is to evaluate the marketing strategy of a certain company, in particular in relation to its logistics, and propose actions in this regard.

d) Final exam

There will be a final exam. The exam that will evaluate the competences related to the identification and comprehension of the contents of the syllabus, as well as the illustration of them through examples or practical cases. The exam will contain both short questions and development questions and theoretical-practical questions. It is necessary to pass the final exam in order to pass the course.



If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

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- Direcciones web de referencia: ¿ AECOC- Asociación Española de Codificación Comercial: www.aecoc.es ¿ Asociación para el Desarrollo de la Logística (ADL): www.adl-logistica.org ¿ Autoridad Portuaria de Valencia: www.valenciaport.com ¿ Cadena de suministro : www.cadenadesuministro.es ¿ Centro Español de Logística (CEL): www.cel-logistica.org ¿ Council of Supply Chain Management Professionals: <http://cscmp.org> ¿ European Logistics Associations : www.elalog.org ¿ International Warehouse Logistics Association: www.iwla.com ¿ Logística profesional en Internet: www.logisnet.com ¿ Ministerio de Fomento: www.fomento.es ¿ Organización Empresarial de Logística y Transporte UNO: www.unologistica.org ¿ Puertos del Estado: www.puertos.es ¿ Revista Logística y Transporte : www.logisticaytransporte.com ¿ Revista Mantenimiento y Almacenaje : www.mantenicionyalmacenaje.com ¿ Secretaría de Estado de Telecomunicaciones y para la Sociedad de la Información: <http://red.es/index.action>
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