



## COURSE DATA

### DATA SUBJECT

**Code:** 42149  
**Name:** International distribution and logistics  
**Cycle:** Master's Degree  
**ECTS Credits:** 7.5  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
2069 - Master's Degree in International Business Administration	Facultat d'Economia	1	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
2069 - Master's Degree in International Business Administration	International distribution and logistics	ELECTIVES

### COORDINATION

RUIZ MOLINA MARIA EUGENIA

FRASQUET DEL TORO MARTA

## SUMMARY

This course deals with the design and management of distribution channels in a globalized economy affected by national differences in consumers' preferences, types of intermediaries, retailing structures and logistic infrastructures. This course covers these issues adopting a practical approach that identifies the most relevant organizations in the global marketplace and analyses their strategies and performance.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

### OTHER REQUIREMENTS

Students should have completed a degree that has provided them with skills in business management. Students should have completed the subjects of the first semester of the master.



## COMPETENCES / LEARNING OUTCOMES

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To equip students with a critical understanding of the main concepts, frameworks and techniques of international distribution and logistics management.

To equip students with knowledge of supply chain management and relevant logistical concepts and practices.

To equip students with the abilities to work in teams

To provide students with the abilities required in the global firm to access and manage efficiently international channels of distribution.

To provide students with the opportunity to analyse and manage data and to arrive at sound and workable decisions regarding an organizations distribution strategy.

## DESCRIPTION OF CONTENTS

### 1. Defining distribution channels

### 2. Online distribution and omnichannel strategy

### 3. Designing and assessing distribution channels

### 4. Coordinating distribution channels

### 5. Retailing I: overview and internationalization

### 6. Retailing II: retail marketing



**7. Logistics I: supply chain management**

**8. Logistics II: transport, warehousing, and inventory management**

**WORKLOAD**

**PRESENCIAL ACTIVITIES**

Activity	Hours
Tutorials	9,50
Theory	24,00
Seminar	15,00
Other activities	3,00
Classroom practices	21,00
<b>Total hours</b>	<b>72,50</b>

**NON PRESENCIAL ACTIVITIES**

Activity	Hours
Attendance at other activities	3,00
Individual or group project	66,00
Independent study and work	49,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>118,00</b>

**TEACHING METHODOLOGY**

The topics of the course will be covered through lectures, coursework, seminars by guest speakers, and visits to relevant organizations. During the classes, the teachers will introduce and illustrate the main theoretical topics and will lead the students' discussion around those topics.

**EVALUATION**

1.Final exam	30%
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2. Individual assignments	30%
3. Group assignments	30%
4. Class participation	10%

## REFERENCES

- Palmatier, R. W., Sivadas, E., Stern, L. W., & El-Ansary, A. I. (2019). Marketing Channel Strategy: An Omni-channel Approach. Routledge/Taylor & Francis, New York. Zentes, J., Morschett, D. and Schram-Klein, H. (2016). Strategic Retail Management. Gabler GWV Fachverlage GmbH, Wiesbaden.
- Albright & Winston (2015) Business analytics: Data analysis for decision making. Cengage Learning, Boston. Bowersox, D., Closs, D., & Cooper, M.B. (2010). Supply chain logistics management. McGraw-Hill, New York. Buttkus, M., & Eberenz, R. (2019). Performance management in retail and the consumer goods industry. Springer International Publishing. Castaldo, S., Grosso, M., & Premazzi, K. (2020). Retail and channel marketing. Edward Elgar Publishing, Cheltenham, UK. Coughlan, A. T. & Jap, S. D. (2016). A field guide to channel strategy: Building routes to market. CreateSpace Independent Publishing. Pelton, L. E., Strutton, D., & Lumpkin, J. R. (2002). Marketing channels: A relationship management approach, McGraw-Hill/Irwin. Ponte, S., Gereffi, G., & Raj-Reichert, G. (2020). Handbook on global value chains. Edward Elgar Publishing. Shareef, M. A., Dwivedi, Y. K., & Kumar, V. (2016). Mobile marketing channel. Springer, Cham.