INTRODUCTION

Distribution is the area of Marketing that explores the Intermediate link between manufactures and consumers. In recent years distribution has been viewed as one of the last frontiers where companies can gain true competitive advantage and reduce considerably operational costs.

Two new marketing agents will be introduced: channel and shopper.

A Marketing Director must outline strategies and implement actions in order to ensure a successful ‘go to market’ of their proposals.

AIMS

The aim of this course is to explore the "science" called distribution and to provide participants an in-depth overview of the subject. Distribution has many sub areas of learning. For this programme participants will focus on:

1. Basic concepts for analysing distribution
2. Developing a distribution strategy
3. Relationships within distribution
4. Retail Marketing
5. Collaborative management between manufacturers & retailers
6. Key account management, Trade Marketing, Efficient Consumer Response (ECR), Category Management as a tools to integrate manufacturers, channels and shoppers.

As such, at the end of the course participants will develop a strong background in distribution that will aid their career development for either manufacturing or retail industries.

METHODOLOGY

Selected cases will be discussed in each class session, complemented with some Technical Notes to reinforce the basic concepts. Assignment sheets will help attendants to focus on the key points while preparing cases previously to the open session. Also there will be two exercises (by groups) and an individual exam.

An comprehensive preparation of all the materials previous to each session is absolutely needed.

EVALUATION

Each participant will be evaluated according to the acquired knowledge on the pertinent subject and the quality and consistency of their participation. 60% of the final grade will be based on the final exam. The other 20% will be based on the quality and consistency of the participation. And other 20% will be based on exercises. No matter how high the evaluation on the
participation may be, in order to get a passing grade on the subject, the participant needs to pass the written part of the evaluation.

**BIBLIOGRAPHY**

Book: Retail marketing by Peter McGoldrick

Book: Channel advantage: using multiple sales channels to reach more customers, sell more products, make more profit by Friedman, Lawrence

Book: Sales and distribution management / Tapa K. Panda ; Sunil Sahadev.

Book: Consumer Centric Category Management, AC. Nielsen, Wiley

Book: Key account management, McDonald & Woodburn, BH

Book: Trade Marketing, Victoria Labajo, Pirámide.