

Course Unit	Distribution and Merchandising	Field of study	Business Sciences
Bachelor in	Marketing	School	School of Public Management, Communication and Tourism
Academic Year	2023/2024	Year of study	3
Type	Semestral	Semester	1
Level	1-3	ECTS credits	6.0
Code	9205-714-3101-00-23		
Workload (hours)	162	Contact hours	T - , TP 60 , PL - , TC - , S - , E - , OT - , O -

T - Lectures; TP - Lectures and problem-solving; PL - Problem-solving, project or laboratory; TC - Fieldwork; S - Seminar; E - Placement; OT - Tutorial; O - Other

Name(s) of lecturer(s)

Learning outcomes and competences

At the end of the course unit the learner is expected to be able to:

1. Understand the strategic and economic importance of the distribution chain;
2. Understand the different channels of distribution and use criteria of election of the distributors;
3. Analyse the relations of power and conflict in a distribution channel;
4. Understand the influence of the fleet in the economic results;
5. Understand the importance of the localization of the distributor/sales point;
6. Perceive the importance of the conception, management and animation of the sales point in the development of the retailing business;
7. Understand, distinguish, plan and apply the techniques of merchandising, promotion of sales and direct marketing, when applied to the different points of sales and types of customers;
8. Establish evaluation criteria of actions.

Prerequisites

Before the course unit the learner is expected to be able to:
Not applicable.

Course contents

Module I - Distribution. Module II - Types of purchase and motivation in the point of sale; Sales promotion; Merchandising; Direct marketing.

Course contents (extended version)

1. Module I
 - Introduction to distribution;
 - The distribution channels;
 - The distributors: types and criteria of selection;
 - Franchising;
 - The relations of power and conflict in a distribution channel;
 - Own or subcontracted distribution: analysis of transports and routes;
 - The marketing of the distributors;
 - Methods of selection of the localization of the sales point.
2. Module II
 - Types of purchase and motivation in sales point;
 - Sales promotion: objectives, targets and techniques; Planning promotional actions and its mechanics;
 - Merchandising: objectives and types; Visual Merchandising and layout techniques;
 - Management of the linear and sales point;
 - Direct marketing: objectives, targets and techniques; Planning and implementation of campaigns;
 - Metrics of the effectiveness of promotional actions, merchandising and direct marketing campaigns.

Recommended reading

1. Carvalho, J. C. (2012). Logística e gestão da cadeia de abastecimento. Edições Sílabo. ISBN: 978-972-618-598-7.
2. Dent, J. (2014). Technology distribution channels: Understanding and managing channels to market (3rd Ed.). Kogan Page. ISBN: 978-0749472177.
3. Fernandes, A. (2018). Visual merchandising - Sedução no retalho. FCA Design. ISBN: 9789727228843.
4. Pratas, J. , & Brito, P. (2019). Distribuição - Gestão de pontos de venda e de retalho. Actual Editora. ISBN: 9789896942731.
5. Rousseau, J. (2020). Manual de distribuição (3ª Ed.). Principia Editora. ISBN: 9789897162527.

Teaching and learning methods

Inside class: theoretical and practice components with active methods, problem based learning, discussion, team-based learning, and case studies. Outside class: oriented tasks, text readings, research, and projects.

Assessment methods

1. Continuous Evaluation (also incoming students) - (Regular, Student Worker) (Final)
 - Intermediate Written Test - 30% (Evaluates Module 1. Minimum score 7/20 points.)
 - Intermediate Written Test - 20% (Evaluates Module 2. Minimum score 7/20 points.)
 - Practical Work - 50% (Includes worksheets and a store project.)
2. Final Evaluation (also incoming students) - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 70% (Evaluates all contents. Minimum score 7/20 points.)
 - Practical Work - 30% (Store project.)

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

Luisa Margarida Barata Lopes	Maria de la Salette Dias Esteves	Catarina Alexandra Alves Fernandes	Sonia Paula da Silva Nogueira
23-10-2023	26-10-2023	26-10-2023	05-11-2023