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| Course Unit | Distribution and Merchandising | | | Field of study | Business Sciences | | |
| Bachelor in | Marketing | | | School | School of Public Management, Communication and Tourism | | |
| Academic Year | 2022/2023 | Year of study | 3 | Level | 1-3 | ECTS credits | 6.0 |
| Type | Semestral | Semester | 1 | Code | 9205-714-3101-00-22 | | |
| Workload (hours) | 162 | Contact hours | 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) **Luisa Margarida Barata Lopes**

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 exposition of concepts, debates, team work and case studies. Outside class: oriented tasks, text readings, research and projects.

Assessment methods

1. Not applicable to exchange students - (Regular, Student Worker) (Final, Supplementary)
 - Intermediate Written Test - 25%
 - Final Written Exam - 25%
 - Practical Work - 50%
2. Exchange students (incoming) - (Regular) (Final, Supplementary)
 - Projects - 100% (Minimum score on each project: 7 points.)
3. Not applicable to exchange students - (Regular, Student Worker) (Final, Supplementary, Special)
 - Final Written Exam - 50%
 - Practical Work - 50%

Language of instruction

Portuguese, with additional English support for foreign students.

Electronic validation

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| Luisa Margarida Barata Lopes | Luisa Margarida Barata Lopes | Catarina Alexandra Alves Fernandes | Luisa Margarida Barata Lopes |
| 09-10-2022 | 09-10-2022 | 09-10-2022 | 09-10-2022 |