

Managing International Distribution Channels



SCHOOL

IAE School of Management



CAMPUS

Saint-Serge



LEVEL

2nd year Master's degree



OPEN TO EXCHANGE STUDENTS

Yes



SEMESTER

Spring (S2)

> **Degree course:** International Management and Marketing

> **Teaching unit:** UE 2-4 International audit and control

> **Course language:** English

> **Duration (hours):** 20

> **ECTS:** 3

> **Teacher(s):** Patrick THOREAU

> Assessment:

Continuous assessment

Final exam

> Teaching methods:

Lecture course 20 hours

Tutorial course hours

Practical work hours

Case study

Project

COURSE DESCRIPTION

1st part: 4 winning strategic marketing tactics in today's and tomorrow's globalized world.

2nd part: The main strategic options in distribution: presentation - assets and drawbacks.

3rd part: Optimizing company international commercial action - Operational and strategic methodology.

4th part: Sales network management, creating loyal and reliable distributors and partners.

Developing the distribution networks in 3 Major markets: Spain, the United Kingdom and the US.

Teaching method: Theoretical teaching, Case studies and concrete cases, Concrete study of three countries.

Assessment: Final exam (2 hours)

OBJECTIVES

This course:

Tackles the main strategic options offered for exporting SMEs in the marketing and distribution of consumer and industrial products.

Presents the new stakes of international marketing and distribution, help create action plans to develop sales, motivate the salesforce and implement winning strategies.

- Understanding the issues and constraints linked to international marketing and distribution.

- Discover the most important options in distribution and selection criteria.

- Learn to define an action methodology.

- Acquire the techniques to conduct and motivate distribution networks.

PREREQUISITES

A good level of English proficiency (B2 minimum)

A marketing background.

SELECTIVE BIBLIOGRAPHY

GORCHEL L. (2004), MANAGER'S GUIDE TO DISTRIBUTION CHANNELS, McGraw Hill Company

BRUCE M. (2005), INTERNATIONAL RETAIL MARKETING: A CASE STUDY APPROACH, Elsevier Science and Technology Books