UCL Université catholique de Louvain

# MGEST2125

*2015-2016*

# Distribution

| 5.0 credits | 30.0 h + 0.0 h | 1q |
|---|---|---|

| | |
|---|---|
| Teacher(s) : | Ducarroz Caroline ; Sinigaglia Nadia (compensates Ducarroz Caroline) ; |
| Language : | Français |
| Place of the course | Mons |
| Main themes : | This course focuses on understanding the strategic interdependencies, both horizontal and vertical, linking producers and intermediaries. The relative efficiency of marketing channels is addressed (particularly e-commerce versus "traditional" trade), the organisation of networks, the competitiveness of large chains, market coverage, etc. This course also aims to educate students on the realities of trade and to familiarise them with the decision-making tools used in merchandising.<br>The topics covered include: managing points of sale, managing product ranges and the categories within them, the producer-distributor principles of negotiation. In addition, students will be asked to examine the major Belgian distributors.<br>The alternation of lectures, case studies and expert speakers from the professional world introduce students to the different facets of the world of distribution, as studied by researchers and experienced by companies. |
| Aims : | On completion of this course, students will be able:<br>' to understand the different forms of strategic interdependencies,<br>horizontal and vertical, linking producers and intermediaries and their strategic implications;<br>' to be familiar with the realities of commerce;<br>' to understand the decision-making tools used in merchandising.<br><br>*The contribution of this Teaching Unit to the development and command of the skills and learning outcomes of the programme(s) can be accessed at the end of this sheet, in the section entitled "Programmes/courses offering this Teaching Unit".* |
| Evaluation methods : | Written examination |
| Teaching methods : | - Lectures<br>- Case study<br>- Expert contributions<br>- Group work |
| Bibliography : | - CLIQUET G., FADY A., BASSET G. (2006), Management de la Distribution., 2nd ed., Dunod.<br>- COUGHLAN A.T., ANDERSON E., STERN L., EL-ANSARY A. (2005), Marketing Channels, 7th ed., Prentice-Hall. |
| Faculty or entity in charge: | BLSM |

| Programmes / formations proposant cette unité d'enseignement (UE) | | | | |
|---|---|---|---|---|
| Intitulé du programme | Sigle | Credits | Prerequis | Acquis d'apprentissage |
| Master [120] in Management | GESM2M | 5 | - | |
| Master [120] in Business Engineering | INGM2M | 5 | - | |
| Master [120] in Management | GEST2M | 5 | - | |
| Master [120] in Business engineering | INGE2M | 5 | - | |