



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Distribution and Sales Management
Subject code	E000011596
Involved programs	Máster Universitario en Administración de Empresas (MBA) [Primer Curso]
Credits	3,0 ECTS
Type	Optativa
Department	Departamento de Marketing
Coordinator	Victoria Labajo (labajo@comillas.edu)

Teacher Information	
Teacher	
Name	Alejandro Gómez Parra
Department	Departamento de Marketing
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
<p>The course is presented as a deepening of the knowledge of the marketing and commercial area acquired in Marketing Management and in relation to the rest of the electives of its itinerary. acquired in the Marketing Management course and in relation to the rest of the electives of its itinerary.</p> <p>It trains the student to understand the role of commercial structures and profiles and their appropriate direction and management in the current changing and globalized environment, and the importance of knowing customers in depth and handling the necessary tools to achieve the commercial objectives set by the organization.</p> <p>It is expected that the student at the end of this course will have a deep knowledge and understanding of commercial management, so that he/she will be able to management, in such a way that he/she will be able to contextualize and interpret relevant information and will be able to make coherent decisions on the to make coherent decisions on the distribution channel and strategies and on the management of commercial teams in organizations.</p> <p>It is also expected that the student will have developed the ability to solve problems and make decisions, as well as the the application of the theories and methods of the subject, the ability to listen, debate and argue, as well as the capacity to listening, debate and argumentation, as well as critical and self-critical capacity, in the context of the commercial area. commercial area.</p>
Prerequisites
Course Marketing Management



Competencies - Objectives

Competences

GENERALES

CG01	Capacidades cognitivas de análisis y síntesis aplicadas a situaciones de negocios y problemáticas organizativas de gestión.	
	RA01	Describe, relaciona e interpreta situaciones y planteamiento de nivel medio.
	RA02	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas.
	RA03	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada.
	RA04	Es capaz de resumir y estructurar la información empleando los conceptos adecuados.
CG03	Resolución de problemas y toma de decisiones en los niveles estratégico, táctico y operativo de una organización empresarial, teniendo en cuenta la interrelación entre las diferentes áreas funcionales y de negocio.	
	RA01	Identifica y define adecuadamente el problema y sus posibles causas.
	RA02	Plantea posibles soluciones pertinentes y diseña un plan de acción para su aplicación.
	RA03	Identifica problemas antes de que su efecto se haga evidente.
	RA04	Dispone de la capacidad para tomar decisiones de una forma autónoma.
	RA05	Reconoce y busca alternativas a las dificultades de decisión en situaciones reales.
	RA06	Es capaz de ponderar diferentes factores (económicos, sociales y técnicos, entre otros) en el proceso de toma de decisiones y determinar su impacto.
CG04	Aplicación de conceptos y teorías a las organizaciones empresariales para descubrir nuevas oportunidades de negocio y lograr la generación de ventajas competitivas duraderas.	
	RA01	Relaciona conceptos de manera interdisciplinar o transversal.
	RA02	Identifica correctamente los conocimientos aplicables a cada situación.
	RA03	Determina el alcance y la utilidad de las nociones teóricas.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Unit 1: INTRODUCTION



Topic 1. Relevance and context of Distribution and Sales Management

Unit 2: CHANNELS AND CUSTOMERS MANAGEMENT

Topic 2. Concepts and strategies. Channels and distribution strategies

Topic 3. Channels and customer organisation.

Topic 4. Strategic Sales Planning: The KAM

Unit 3: SALES TEAM MANAGEMENT

Topic 5. Sales team organisation: Positive sales management, training, communications

Topic 6. Sales team planning: Job selection and career plans

Topic 7. Sales team control: Evaluation and salesman remuneration

TEACHING METHODOLOGY

General methodological aspects of the subject

In-class Methodology: Activities

AF1. Interactive lectures

AF2. Analysis and resolution of cases

AF3. Oral presentations of cases or exercises that will be also evaluated.

CG01, CG04, CG03

Non-Presential Methodology: Activities

AF4. Individual study and further information gathering

AF5. Analytical reading of news and articles related to the subject

AF6. Preparation of individual or group assignments

CG01, CG04, CG03

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS

Lecciones de carácter
expositivo

Análisis y resolución de casos y ejercicios, individuales o colectivos

12.00

18.00

NON-PRESENTIAL HOURS

Estudio y documentación

Análisis y resolución de casos y ejercicios, individuales
o colectivos

Trabajos monográficos y de investigación, individuales
o colectivos

15.00

15.00

15.00

ECTS CREDITS: 3,0 (75,00 hours)

EVALUATION AND CRITERIA

Evaluation activities

Evaluation criteria

Weight



Final activity-based exam	Comprehension, capacity to relate different concepts, capacity to build arguments, to debate	50 %
Evaluation of cases and assignments (individual or in groups)	Problem solving, and decision making, team work	10 %
Final Case	Problem solving, and decision making, team work	30 %
Attendance and participation in class discussions	Listening, capacity to build arguments and to debate, capacity to be critical and to selfassess	10 %

Ratings

To pass the course students have to achieve a minimum grade of 5, in both, the exam and the rest of the assessment activities mentioned above and comply with a regular attendance to classes.

Re-sits.

Those students not having achieved such a minimum grade in any of the assessment activities on the average session, and in order to pass the Course, will have to work on a special individual assignment designed by the professor and based on activities of similar nature as the one not having passed.

Attendance exemption:

Those students in a attendance exemption situation will be evaluated on the basis of their performance in the following elements: Final activity-based exam: 50% of final grade; and Evaluation of individual cases and assignments: 50% of final grade.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

- Noonan, Chris (2007). Sales Management, Butterworth-Heinemann
- Vázquez Casielles, Rodolfo y Trespalacios Gutiérrez, Juan Antonio (Coordinadores) (2006). Estrategias de Distribución Comercial, 2006. Editorial Thomson, Madrid

Complementary Bibliography

- Havaladar, Krishna K. & Cavale, V.M. (2001). Sales and Distribution Management. Text and Cases. 2a ed., TMH
- Olmedo, José Ángel. (2005) Manual del director Comercial, dirigiendo equipos de venta. Ed. Gestión 2000
- Mc Donald, Malcolm y Woodburn, Diana (2011). Key Account Management, the definitive guide. 3a Ed. Elsevier Science
- Díez de Castro, Enrique Carlos (coordinador) (2004): Distribución Comercial, 3a edición, Editorial McGraw-Hill/Interamericana, Madrid.
- Puelles, José Antonio; Gómez, Mónica y Puelles, María (2011). Marcas de distribuidor: Concepto, evolución, protagonistas y



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2021 - 2022

adaptación a los ciclos económicos, Ediciones Pirámide, Madrid.

- Labajo, Victoria. Trade Marketing. La gestión eficiente de las relaciones entre fabricante y distribuidor (2007). Ediciones Pirámide, Madrid.