

Course unit title: DISTRIBUTION AND NEGOTIATION

Course unit code: 2-2-21

Type of course unit: compulsory

Level of course unit: first cycle

Year of study: 2st

Semester: 2st

Number of ECTS credits allocated: 3 ECTS

Name of lecturer: Rogério Canhoto

Objectives

In an increasingly competitive business environment, the management of distribution channels and the development of negotiating skills become fundamental management tools for the success of the company. Within this context, and considering that Marketing management is multi-disciplinary in its operating forms, the coherent and systematic positioning of the distribution network management methodologies within a broader marketing approach is fundamental to develop in the students the necessary awareness to the subject, as the fundamental success factors are identified within a clear articulation of the actions defined for the Marketing Mix and for its operating capacity in the field.

Learning outcomes of the course unit

Have a broad perspective of distribution network management within the marketing management context.

Diagnose and propose solutions for problems of the distributing or producing companies in their relations with distributors.

Be able to envisage the evolution of the sector, of the company strategies and of producer/distributor relations.

Understand the most relevant variables of the retail marketing mix and the pressure of producers on the channel.

Be familiar with the most adequate typologies of access to the different markets and their impact on the materialization of company objectives.

Identify the different types of negotiations and negotiators;

Characterize the main negotiation strategies and tactics;

Develop mutually advantageous options and understand the most frequent errors

Prepare and Conduct a negotiation;

Evaluate the negotiation process and prepare a follow-up strategy.

Mode of delivery: face-to-face

Prerequisites and co-requisites: none

Recommended optional programme components: none

Course contents

I - The delivery in world and in Portugal

II - the marketing mix of the deliverers

III - The shopper and the consumer and theirs behaviours

IV - A Nielsen and the market studies

V - The delivery chain to the consumer

VI - Negotiation process

VII - Collaborative strategies producer - deliverer

VIII - Commercial negotiation with the modern delivery

1 - Account management

1 - The Pl management of a big client

Recommended Reading

- STERN e EL-ANSARY, "Marketing Channels", 5ª Edição, Prentice-Hall, New Jersey, 1996 (MC)
- Dionísio, Pedro e Canhoto, Rogério, "Como vender na Internet?" – Lisboa, @NET, Março de 98, pp.16-17
- "O comércio directo em Portugal", Lisboa, Distribuição hoje/Andersen Consulting, 1998
- BARAÑANO, ANA MARIA (2004), Métodos e Técnicas de investigação em gestão, Edições Sílabo
- CARVALHO, J. (2004), Negociação, 1ª ed. Edições Sílabo.
- FISHER, R. URY, W. (1993) Como conduzir uma negociação? (Getting to yes), Edições ASA.
- CARVALHO, JOSÉ M. CRESPO, "Logística Comercial - Modelo direct product profit", Texto Editora, Lisboa, 1993
- - CARVALHO, JOSÉ M. CRESPO (Obra coordenada) , "e-Business e Distribuição – Sectores em Mudança", INDEG/ISCTE e Bertrand, Lisboa, 2001
- MASON, MAYER E WILHINSON., "Modern retailing", 6ª edição, 1993, Irwin, Boston, USA

Planned learning activities and teaching methods: Theoretical-practical lessons

Assessment methods and criteria

- There is no register for presences in classroom;
- Each discipline will have the following assessment:
 - 1 Test in the classroom (20% weighted)
 - 1 or more group or individual work (30% weighted)
 - Participation /attendance (**10%** weighted)
 - 1 Assessment at end of Semester to be fixed in Calendar (**40%** weighted)

Should the student have a grade inferior to 8 (7.5) in the Assessment, he will immediately be given an EXAM.

Language of instruction: portuguese