

Syllabus of Record

Program: CET Barcelona

Course Code / Title: BC/MKTG 420 Marketing Channels

Contact Hours: 45

Recommended Credits: 3

Primary Discipline / Suggested Cross Listings: Marketing / International Business

Language of Instruction: English

Prerequisites / Requirements: Introductory Marketing / Market Research / Consumer Behavior courses recommended

Description

Barcelona is a vibrant international and regional business hub for a variety of industries, including fashion, pharmaceuticals, food, and tourism – making it an ideal setting for studying marketing channels. This course focuses on how, in today's dynamic business landscape, brands must navigate multiple marketing channels to effectively engage diverse customer segments. This course leverages Barcelona's and Catalonia's rich business ecosystem as a living classroom, featuring in-depth case studies and field-based learning opportunities. By the end of the course, students gain both theoretical and practical insights into understanding effective marketing channel strategies and management, all while immersed in the dynamic business culture of Barcelona and its entrepreneurial spirit.

Objectives

Through their participation in this course, students will:

- Identify and describe marketing channel terminology.
- Give examples of channel structures, strategies and frameworks in the global and local Barcelona / Catalonia context.
- Apply channel principles and processes to real-world situations in the global and local Barcelona / Catalonia context.
- Assess various channel alternatives using decision criteria in the global and local Barcelona / Catalonia context.
- Recommend channel structures, processes and provide rationale for their implementation in the global and local Barcelona / Catalonia context.
- Create marketing channel strategies to produce incremental gains in the global and local Barcelona / Catalonia context.

Requirements

Active participation is essential in this course. All assignments must be submitted via Canvas unless otherwise noted.

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Graded assignments include:

- **Participation:** Students are expected to attend each class and field study course component, as outlined in the CET Attendance Policy. Students are expected to read all assigned materials before the relevant class session and come prepared to participate thoughtfully in class discussions. Reading assignments are generally 20-30 pages per class session.
- **Homework:** 2 short response papers.
- **Quizzes:** 2 short quizzes to test students' comprehension of readings.
- **Group presentation:** 15 minutes, with 5 minutes for questions, using an element of the local context to illustrate concepts discussed in an assigned reading.
- **Individual final paper:** 8-10 pages on a topic determined in consultation with the faculty member. The paper will be an academic report. It will encourage synthesis and practical application – in the context of Barcelona – of the new theoretical knowledge learned through the course.

Grading

The final grade is determined as follows:

- Participation (see rubric below) 15%
- Homework (2 at 5%) 10%
- Quizzes (2 at 10%) 20%
- Group presentation 25%
- Final paper 30%

Class Participation Grading Rubric

	A – 90-100% Exemplary	B – 80-89% Proficient	C – 70-79% Developing	D – 60-69% Unacceptable	F – 0-59% Missing
Frequency of class participation	Actively contributes 2+ times per meeting	Actively contributes at least 1 time per meeting	Actively contributes at least half of the time during term	Actively contributes less than half of the time during term	Does not contribute
Quality of class participation*	Contribution is always thoughtful, accurate, and constructive, frequently interacting with peers	Contribution is mostly thoughtful, accurate, and constructive, usually interacting with peers	Contribution is somewhat thoughtful, accurate, and constructive, sometimes interacting with peers	Contribution is rarely thoughtful, accurate, and constructive, rarely interacting with peers	Does not contribute or interact with peers
Level of class preparation	Always fully prepared and on task	Mostly prepared and on task	Somewhat prepared and on task	Rarely prepared and on task	Consistently unprepared and not on task

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Readings & Resources

Textbooks

Kingsnorth, Simon. *Digital Marketing Strategy. An Integrated Approach to Online Marketing*. New York: Kogan Page, 2022.

Palmatier, Robert W, Sivadas Eugene, Stern Louis W and El-Ansary Adel I. *Marketing Channel Strategy. An Omni-Channel Approach*. New York: Routledge, 2020.

Other

Farggi - Case Study

[https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Marketing-Planning%20and%20Strategy%20\(2010\)/26.pdf](https://nscpolteksby.ac.id/ebook/files/Ebook/Business%20Administration/Marketing-Planning%20and%20Strategy%20(2010)/26.pdf)

USA Department of Commerce, International Trade Administration. Spain Country Commercial Guide. Distribution and Sales Channels

<https://www.trade.gov/country-commercial-guides/spain-distribution-sales-channels>

Further reading material will be provided throughout the course.

Content

Topic 1 - Introduction to Marketing Channels in Barcelona / Catalonia

- Introduction to marketing channels: definitions and key terminology
- Key industries in Barcelona / Catalonia and their marketing needs (fashion, food, pharmaceutical, tourism etc.)
- Auditing marketing channels using efficiency template and gap analysis

Topic 2 - Channel Power and Channel Relationships Through the Case of Farggi

- Five sources of channel power
- Building channel commitment
- Multi-channel versus omni-channel relationships
- The Case of Farggi (founded in Barcelona in 1957) versus Häagen-Dazs

Topic 3 - Traditional Marketing Channels in Barcelona / Catalonia

- Print media and broadcast channels in Barcelona
- Out-of-Home (OOH) Advertising: billboards, public transport advertisements
- Event sponsorship and local festivals (e.g., La Mercè, Primavera Sound)

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Topic 4 - E-commerce and Digital Retail Channels in Barcelona / Catalonia

- E-commerce trends in Barcelona: consumer behavior and preferences
- Local marketplaces (Wallapop) and national institutions (El Corte Inglés)
- The role of delivery platforms (Glovo, Amazon) in Catalonia
- Catalonia's role in cross-border E-commerce: trade and logistics

Topic 5 - Wholesaling Structures and Strategies in the Olive Oil Industry in Barcelona / Catalonia

- The development of the Catalan olive oil industry
- The wholesaler – distributor landscape
- Wholesaling strategies
- The case of Borges, founded in Tàrraga in 1896

Topic 6 - Retailing Structures and Strategies in Barcelona's Fashion Industry

- The development of the Catalan fashion industry and the fashion retail landscape (focus on Mango and Desigual, both founded in Barcelona in 1984)
- Classification of retailers
- Physical retail spaces: Passeig de Gràcia and other high-traffic shopping areas
- Pop-up shops and markets in Barcelona (Palo Alto Market)
- Major shopping centers (Diagonal Mar, La Maquinista)

Topic 7 - Channels and International Markets in the Pharmaceutical Industry in Barcelona / Catalonia

- The development of the Catalan pharmaceutical industry
- International distribution challenges
- The case of Ferrer, Grifols and Esteve

Topic 8 - Marketing Channels in the Tourism Industry in Barcelona / Catalonia

- Tourism development in Barcelona
- Marketing channels for international tourists: OTAs, and review platforms, apps, city Websites
- End user analysis: segmentation of tourists in Barcelona
- The case of the Barcelona based Vueling Airline and Gaudí's Casa Batlló

Topic 9 - Marketing Channels in the Food Industry in Barcelona / Catalonia

- The Catalan agriculture and food industry
- Marketing channels by the Catalan food producers
- The case of Prodeca, a state-owned company which promotes Catalan agri-food and forestry products in Catalonia, Spain and internationally

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Topic 10 - Future Trends in Marketing Channels in Barcelona / Catalonia and Beyond

- Omni-Channel Strategy
- Latest technologies such as VR marketing, AI and chatbot
- Implications of European Data Regulations (GDPR) on digital marketing
- Green certifications and labels for Catalanian products, local artisans and eco-friendly options

Field study and experiential learning components may include:

- Guest lectures from industry experts
- Visits to leading companies across various sectors in the city
 - Large multinational firms
 - Innovative startups in the Gothic Quarter and El Born area
 - Renowned fashion brands on Passeig de Gràcia

** Syllabus is subject to minor changes in term-specific syllabus at instructor discretion.*