

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	SALES LOGISTICS		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	7633
Teaching period:	Fifth semester		
Area:	Commercial and Sales Management		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

Una parte de la asignatura se dedica a los aspectos específicos que tiene la logística en el comercio electrónico, analizando diversos aspectos entre los que destaca toda la problemática en torno al pedido.

## SKILLS

### Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

### **General Skills**

Capacity for analytical, synthetic thought applied to business decision-making.

An ability to accomplish goals and solve problems, showing an ability to adapt to and make decisions in all manner of business management situations.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

Capacity for interdisciplinary teamwork.

### **Specific skills**

To be able to put knowledge into practice.

To be able to design and manage projects.

To be able to design a strategy for using distribution channels to bring products to consumers.

To understand logistical effectiveness as a competitive backbone in terms of sales.

## **DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
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60 hours	90 hours
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