COURSE DATA

Data Subject	
Code	35843
Name	Commercial distribution
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	3	Second term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	44 - Compulsory subjects in the pathway: commercial management	Optional

Coordination

Name	Department
GIL SAURA, IRENE	43 - Marketing and Market Research

SUMMARY

The descriptor of this course in the Degree in ADE establishes as minimum contents of study:

- Commercial distribution: functions of distribution channels, types and organization.
- Intermediaries: Types of intermediaries: Wholesalers, retailers.
- Retail management and its key aspects: assortment, merchandising, promotion and pricing.
- Channel relationships
- Design of distribution channels.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

To follow this course you should have basic knowledge of marketing and management.

OUTCOMES

1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Have organisation and planning skills.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to work in a team.
- Have interpersonal skills.
- Have critical and self-critical capacity.
- Show commitment to ethics and social responsibility.
- Manage time effectively.
- Be able to learn autonomously.
- Be able to adapt to new situations.
- Show leadership and skills for mobilising the capacities of others.
- Show motivation for quality.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Be able to coordinate activities.
- Be able to understand the mechanisms of the market, of competition and of consumers and buyers by means of analysing the information available and that obtained from any possible source, and be able to organise, control and manage the resources and commercial capacities to adapt the company's offer and messages to the needs of its clients.

- Understand the keys to the functioning of the market and the effects of its different structures.
- Be able to define, solve and present complex problems systemically.
- Understand the impact of economic, political, legal, socio-cultural, technological and environmental variables on business activity.
- Be able to identify the external client to whom the organisation is addressed.
- Be able to identify the needs of different types of customers.
- Be able to develop the processes and tools for information gathering used in marketing and know the main methodologies for information analysis.
- Be able to design products and services from the perspective of consumer needs.
- Know the functions, relations, agents and problems of commercial distribution and the main aspects of channel design and point of sale.
- Be able to take relationships with customers beyond the interchange situations.

LEARNING OUTCOMES

1.Analyse distribution as a business function and activity sector, understanding the importance of each of its parts, knowing the terminology, the subject matter and fields of study of discipline, and identifying their methods, techniques and procedures

2.Explain the role of commercial distribution in society and its role in economic activity

3.Relate retail management with the marketing discipline, providing both an overview as partial, recognizing the basic principles of organization of retail distribution.

5.Carry out literature searches and discussion necessary for the resolution of problems in commercial distribution;

6.Analyse and discuss situations and problems arising in the context of the point of sale

7.Select and apply strategies and programmes in the field of marketing channels with a special emphasis on retail.

DESCRIPTION OF CONTENTS

1. The context of commercial distribution

1.1.- The importance of commercial distribution
1.2.- Commercial distribution and marketing planning
1.3.- Trends in commercial distribution
1.4.- The environment of commercial distribution

2. Distribution channels: main concepts

2.1.- Definition and members of distribution channels
2.2.- Functions or flows in distribution channels
2.3.- Trends in distribution channels

3. Types of distribution channels

3.1.- Classifications of distribution channels
3.1.- Definition and types of e-commerce
3.3.- Vertical chains and franchised chains

4. Wholesaling

4.1.- The nature and structure of wholesaling
4.2.- Typology of wholesalers
4.3.- Trends in wholesaling

5. Retailing

5.1.- The nature and structure of retailing
5.2.- Typology of retail formats
5.3.- Trends in retailing

6. Shopper behaviour and spatial markets

6.1.- Consumer selection of retail destination
6.2.- Typology of retail customers
6.3.- Retail location: macro and micro evaluation
6.4.- Choice of retail location

7. Retail management: assortment and merchandising

7.1.- Strategic management and marketing planning for retailers
7.2.- Consumers and brands: assortment definition
7.3.- Assortment strategies
7.4.- Merchandising: definition, roles and types

8. Retail management: pricing and promotion

8.1.- Consumers and prices: pricing and margin decisions
8.2.- Retail pricing strategies and practices, retail profitability
8.3.- Retail communication
8.4.- Retail sales promotion; typologies and performance of promotions

9. Customer service, service quality and satisfaction

9.1.- The concept of retail customer service
9.2.- Typologies of retail customer service
9.3.- Retail service quality

10. Design of distribution channels

10.1.- Manufacturer distribution strategy
10.2.- Channel design: determinant factors
10.3.- Methods of channel selection
10.4.- Assessment of distribution channels

11. Management of channel relationships

11.1. Leadership, power, and dependence
11.2. Sources of channel power
11.3. Conflict in the channel: process, types, resolution
11.4. Collaboration in the channel

12. Logistics

12.1.- Physical distribution and logistics
12.2.- Transport and warehousing decisions
12.3.- Inventory management
12.4.- Logistics information systems

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	6,00	0
Development of group work	20,00	0
Development of individual work	20,00	0
Study and independent work	34,00	0
Readings supplementary material	10,00	0
TOTAL	**150,00**	

TEACHING METHODOLOGY

In the theoretical classes the topics of the course will be explored through lectures. During the lectures the teacher will introduce and illustrate the main theoretical topics and will lead the students' discussion around those topics.

In the practical classes several methods will be used for learning such as class debates, search and analysis of information, writing of reports and presentations, etc.

EVALUATION

The overall grade of the course will be obtained by weighing the grades of the theoretical and the practical assessments. The theoretical part weighs 50% of the total grade and the practical part the remaining 50%. The student has to pass the theoretical and the practical part in order to pass the course.

The theoretical part will be assessed by a written examination that will cover all the topics of the course outline.

The practical part grade will be obtained by weighting the grades obtained from continuous assessment (70%) and from a final exam (30%):

Class participation contributes 15% to the final grade of the practical part. Students with more than three absences to practical classes will have no class participation contribution to their final grade.

Each individual and group assignment will have equal weight to the final grade of the practical part (i.e. 5%), except group Assignment 4 that weights 15%.

The final practical exam will be based on the practical classes' discussion and the contents of the assignments.

All the above means that your practical grade will come from: 65% individual work (15% class participation, 20% assignments, 30% exam) and 35% group assignments.

REFERENCES

Basic

- VAZQUEZ, R. y TRESPALACIOS, J.A. (2006). Estrategias de distribución comercial. Diseño del canal de distribución y relaciones entre fabricantes y detallistas. Thomson.
- COUGHLAN, A. ANDERSON, E. STERN, L.W. and EL-ANSARY, A. I. (2006): Marketing Channels. Prentice Hall, New Jersey. 7th edition.
- ZENTES, J., MORSCHETT, D. and SCHRAM-KLEIN, H. (2011): Strategic Retail Management. Gabler.
- APARICIO, G. y ZORRILLA, P. (2015). Distribución Comercial en la era omnicanal. Ed. Pirámide.
- http://www.mercasa.es
  Artículos en la revista Distribución y Consumo

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

3. TEACHING METHODOLOGY

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

In the case of blended teaching, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.