

**COURSE DATA****Data Subject**

<b>Code</b>	35910
<b>Name</b>	Communication and international distribution strategies
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2019 - 2020

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. Period</b>
1314 - Degree in International Business	Faculty of Economics	4 First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
1314 - Degree in International Business	26 - International marketing tools	Optional

**Coordination**

<b>Name</b>	<b>Department</b>
FRASQUET DEL TORO, MARTA	43 - Marketing and Market Research
MIQUEL ROMERO, MARIA JOSE	43 - Marketing and Market Research

**SUMMARY**

The subject International Communication and Distribution Strategy is an optional course taught in the first semester of the fourth year of the Bachelor of International Business (GIB). The course is related to the second year course Dirección Comercial and the third year course Marketing International, which provide an overall perspective of business planning and marketing in an international context. International Communication and Distribution Strategy is a specialized course that focuses on two aspects of marketing planning: 1) the design and management of distribution channels and 2) the design and management of marketing communication.

The overall objective of the course is to help students acquire knowledge concerning the management of communication and global distribution both in its theoretical and practical dimension.

For this purpose we have designed a course consisting of two distinct parts: the first part concerning the strategy of international distribution strategy and a second part on the international communication strategy.

In each of these two parts firstly the general aspects and key concepts are addressed, and secondly the topics focus on the specific aspects of distribution and communication strategies.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

Fundamentals of Marketing (Dirección Comercial) and International Marketing (Marketing Internacional)

## OUTCOMES

### 1314 - Degree in International Business

- Be able to work in multidisciplinary and intercultural teams.
- Understand and reflect on socio-economic and political contexts that affect business and economic decision-making in an international environment.
- Manage the design, coordination and control mechanisms of the company's international strategy.
- Acquire the capacity to analyse, develop and control the commercial function of companies operating in the world market.
- Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.
- Conocer los elementos básicos de la estrategia táctica y creativa de la comunicación y saber aplicarla aun contexto internacional.
- Conocer los fundamentos de la internacionalización en la distribución comercial y en la gestión de los canales y redes de comercialización.
- Sensibilizarse con las diferencias culturales y tenerlas en consideración en el diseño y ejecución de la estrategia de comunicación.

## LEARNING OUTCOMES

- Understand the role of communication strategies and distribution in the framework of the international marketing strategy.
- Be able to establish distribution strategies related to the characteristics and design of the distribution channel.
- Understand the importance and challenges of multi-channel distribution
- Analyze relationships that occur in the distribution channel, the balance of power, potential conflicts and cooperation mechanisms.
- Explain the trends in international retailing and its challenges.
- Understand the importance of store brands in retail strategy.
- Explain the implications of design and merchandising at the point of sale.
- Be able to design an integrated communication strategy, coordinating the various tools
- Analyze the creativity and effectiveness of an advertising campaign.
- Understand the role of sales promotion and personal selling in integrated communication strategy.



- Explain the objectives and implementation of other tools of commercial communication: public relations, events and fairs, and sponsorship.
- Discuss new communication trends regarding online communication, social networking and branding.
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## DESCRIPTION OF CONTENTS

### 1. Topic 1. Introduction to International Distribution Strategy

### 2. Topic 2. Types of distribution channels

### 3. Topic 3. Online and multichannel distribution

### 4. Topic 4. Management of channel relationships

### 5. Topic 5. Retailing 1

### 6. Topic 6. Retailing 2

### 7. Topic 7. Retailing 3

### 8. Topic 8. Introduction to the international communication strategy

### 9. Topic 9. Advertising

### 10. Topic 10. Sales promotion and personal selling

**11. Topic 11. Other instruments of international communication 1****12. Topic 12. Other instruments of international communication 2****13. Topic 13. Online communication and Social networks****14. Topic 14. Branding and international communication: new trends****WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	10,00	0
Study and independent work	20,00	0
Preparing lectures	15,00	0
Preparation of practical classes and problem	45,00	0
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

The lecture will be the main method of teaching in lectures , though aided by other techniques that we believe may also be adapted to the objectives set. Meanwhile , in the practical sessions will work individually or in small groups , using :

- Company visits
- The case method .
- Report writing

**EVALUATION**

The evaluation of the subject is in accordance with article 6.4 of the regulations of evaluation and qualification of the University of Valencia for the titles of Degree and Master that indicates textually: "The overall evaluation of students can be obtained as a result of a combination of the obtained value In a final test together with the one obtained in the different activities of continuous evaluation carried out, according to which in this sense the teaching guide includes ".



The theoretical and the practical part will be evaluated separately and then averaged. It is necessary to pass (5 points over 10) the theoretical part to pass the course.

Below is the breakdown of the grade

Theoretical part: It accounts for the 50% of the final mark of the subject. This part will be evaluated 100% in a final exam.F

Practical part: It accounts for the 50% of the final mark of the subject. It consist of:

- Individual assignments: 20%
- Group assignments: 20%
- Class participation: 10%

Important notes regarding the evaluation:

1. The practical part and the theoretical part must be approved separately (to obtain 5 points out of 10) in order to pass the subject.
2. The theoretical part will be evaluated by final examination written on the official date established by the Faculty of Economics. This activity is recoverable, that is, there is a second call that can be attended in case of suspending the final exam. In case of suspending the theoretical exam in first call, the note of the practical part for the second call will be respected.
3. The practical part will be evaluated through continuous assessment through the activities detailed previously. These activities are not recoverable since "by its nature, it is not possible to design a test that evaluates the acquisition of learning results in the second call (Article 6.5 of the aforementioned regulation)."
4. A student who can not be evaluated continuously for documented reasons (eg contract of employment with a schedule incompatible with attendance at practical sessions) must justify it before three weeks have elapsed since the start of the academic year of the Faculty of Economics. To do this, the student must send an email to the teachers, through the virtual classroom (aula virtual). Doing this, the student will have an option to be evaluated from the practical part through an exam. This option supposes the loss of the contribution of the individual and group assignments, and the attendance and participation (50% of the final mark).
5. Failure to attend practical sessions for an unjustified reason does not give the right to be evaluated by the practical part by final examination, since as established in point 3, the evaluation of the practical part is not recoverable.

## REFERENCES

### Basic

#### - PARTE I. ESTRATEGIA DE DISTRIBUCIÓN INTERNACIONAL

Berman, B. y Evans, J.R. (2010): Retail Management. A strategic approach. Prentice Hall, New Jersey, 11th edition.

Coughlan, A. Anderson, E. Stern, L.W. y El-Ansary, A. I. (2006): Marketing Channels. Prentice Hall, New Jersey. 7th edition.





Cruz Roche, I. (2012). Canales de distribución. Especial referencia a los productos de alimentación. Pirámide. Madrid.

De Juan, M.D. (2005). Comercialización y Retailing. Distribución comercial aplicada. Pearson. Prentice Hall. Madrid.

Miquel, S.; Parra, F.; Lhermie, C. y Miquel, M.J. (2006). Distribución Comercial. ESIC Editorial. Madrid. 5ª ed.

Palomares Borja, R. (2013). Marketing en el punto de venta. 100 ideas claves para vender más. ESIC. 2ª ed.

Puelles, J.A., Gómez, M. y Puelles, M. (2011). Marcas de distribuidor. Concepto, evolución, protagonistas y adaptación a los ciclos económicos. Pirámide.

Rodríguez Ardura, I. (2008). Marketing.com y comercio electrónico en la sociedad de la información. ESIC, 3ª ed.

Stern, L.; El-Ansary, A.; Coughlan, A. y Cruz, I. (1999). Canales de Comercialización. 5ª ed. Prentice-Hall.

Vázquez, R. y Trespalacios, J.A. (2006). Estrategias de Distribución Comercial. Diseño del canal de distribución y relación entre fabricantes y detallistas. Thomson. Madrid.

Zentes, J., Morschett, D. y Schramm-Klein, H. (2016): Strategic Retail Management. Gabler, Germany.

#### - PARTE II. ESTRATEGIA DE COMUNICACIÓN INTERNACIONAL

Arens, W.F. and Arens, W. (2003). Contemporary Advertising. Irwin McGraw Hill International Edition

Belch, G.E.; Belch, M.E (2003): Advertising and Promotion: An Integrated Marketing Communications Perspective, 6/e, with PowerWeb. McGraw-Hill/Irwin

Bigné, E. (2003). Promoción comercial: un enfoque integrado. Esic, Madrid

De Pelsmacker, P., Geuens, M. and Van den Bergh. (2018): Marketing Communications. A European Perspective. Sixth edition. Pearson.

Engel, J.J.; Warshaw, M.R. and Kinneear, T.C. (2000). Promotion Strategy. 9th ed. International Student Edition, Irwin

Ogden, J.R. (1998). Developing a Creative and Innovative Integrated Marketing Communication Plan. Prentice Hall.

Royo-Vela, M. (2002). Comunicación publicitaria. Un enfoque integrado y de dirección. Ed. Minerva, Madrid.

Semenik, R.J. (2001): Promotion and Integrated Marketing Communication with InfoTrac College Edition. South-Western College Pub; 1st edition

Shimp, T.A. y Andrews, J.C. (2013): Integrated Marketing Communication in Advertising and Promotion. International Student Edition, Thomson South-Western. 9th Edition.

## **ADDENDUM COVID-19**

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



**English version is not available**

