

**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>	2021 - 2022

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>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>
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 an 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 the international communication strategy

2. Topic 2. Advertising

3. Topic 3. Sales promotion and personal selling

4. Topic 4. Other instruments of international communication 1

5. Topic 5. Other instruments of international communication 2

6. Topic 6. Online communication and Social networks

7. Topic 7. Branding and international communication: new trends

8. Topic 8. Introduction to International Distribution Strategy

9. Topic 9. Types of distribution channels

10. Topic 10. Online and multichannel distribution

**11. Topic 11. Management of channel relationships****12. Topic 12. Retailing 1****13. Topic 13. Retailing 2****14. Topic 14. Retailing 3****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 failing the theoretical exam in first call or not taking the exam, the mark 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 group assignments, and the attendance and participation (30% of the final mark). This same option (taking a practical assignment, losing 30% of the final grade) will be applied to those who, attending class and submitting assignments, do not reach the minimum score to pass the evaluations of individual and group practices.
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 COMUNICACIÓN INTERNACIONAL

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

De Pelsmacker, P., Geuens, M., y Van den Bergh. (2018): Marketing Communications. A European Perspective. 6th edition. Pearson.

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

Aparicio, G. y Zorrilla, P. (2015). Distribución comercial en la era omnicanal. Ed. Pirámide.

Molinillo, S. (2014). Distribución comercial aplicada. Esic Editorial.

Vázquez, R. y Trespalacios, J.A. (2006). Estrategias de Distribución Comercial. Ed. Thomson, Madrid.

Palmatier, R. W., Sivadas, E., Stern, L. W. y El-Ansary, A. I. (2019). Marketing Channel Strategy: An Omni-channel Approach. Routledge/Taylor & Francis, New York.

### Additional

#### - - PARTE I: ESTRATEGIA DE COMUNICACIÓN INTERNACIONAL

Belch, G.E. y Belch, M.E (2018). Advertising and Promotion: An Integrated Marketing Communications Perspective, 11th/e. McGraw-Hill higher Education.

Castelló Martínez, A. y del Pino-Romero, C. (2019). De la publicidad a la comunicación persuasiva integrada. Esic, Madrid.

Clow, K. E. y Baack, D. (2018). Integrated Advertising, Promotion and Marketing Communications 8th Global Edition, Pearson.

García Prado, E. y Carrasco Fernández, S. (2018). Gestión de productos y promociones en el punto de venta. Paraninfo Comercio y Marketing.

Juska J.M. (2018). Integrated Marketing Communication. Advertising and Promotion in a Digital World. Routhledge. N.Y.

Liberos-Hoppe, E. (2013). El libro de Marketing Interactivo y la Publicidad Digital. ESIC, Libros profesionales de empresa. Madrid.

Macia Domene, F. (2015). Seo: Técnicas avanzadas (Scoial Media). Anaya Multimedia.

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

Smith, P.R. y Zook, Z. (2020). Marketing Communications. Integrating Online and Offline, Customer Engagement and Digital Technologies. Kogam Page.

Tuten, T.L. y Solomon, M.R: (2018). Social Media Marketing. Sage Publications Ltd. UK.

#### - - PARTE II: ESTRATEGIA DE DISTRIBUCIÓN INTERNACIONAL

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.

Munduate, L y Medina, F.J. (2013). Gestión del conflicto, negociación y mediación. Ed. Pirámide.

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

Palmatier, R. W., Sivadas, E., Stern, L. W., & El-Ansary, A. I. (2019). Marketing Channel Strategy: An



Omni-channel Approach. Routledge/Taylor & Francis.

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

Rodríguez, I. (2017). Marketing digital y Comercio Electrónico. Ed. Pirámide.

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

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

## ADDENDUM COVID-19

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

As a consequence of the current situation and the safety regulations established by the Spanish Ministry and the University, this academic year is planned to be taught completely in person, both theory and practice.

However, in case of returning to a state of alarm and confinement, the theoretical and / or practical classes could be held online following the recommendations of the authorities. In that case, if the practical classes were online, the possibility of presenting some of the group assignments individually would be valued, a fact that would be stated by the teacher at the time of proposing the corresponding practice.

Regarding the evaluation of the subject, it follows the criteria set out in the syllabus, whatever the health situation. The theory will be evaluated by means of an exam that will suppose up to five points. The exam will be face-to-face if the health situation allows it, and failing that, online. The assessment of the practice, also five points, will be carried out through continuous evaluation regardless of the health situation. Failure to pass or not take it will necessarily mean taking a final practical exam that will be face-to-face if circumstances allow it, and online otherwise. This option supposes the loss of the contribution of the group assignments, and the attendance and participation (30% of the practical note) (see section "Evaluation").