

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

Code	35910
Name	Communication and international distribution strategies
Cycle	Grade
ECTS Credits	6.0
Academic year	2023 - 2024

Study (s)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Faculty of Economics	4	First term

Subject-matter

Degree	Subject-matter	Character
1314 - Degree in International Business	26 - International marketing tools	Optional

Coordination

Name	Department
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). Its content 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 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

The course aims, as a result of the teaching-learning process, to achieve the following 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 omnichannel 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.

DESCRIPTION OF CONTENTS

1. Topic 1. Introduction to International Distribution Strategy

2. Topic 2. Types of distribution channels

3. Topic 3. Online and omnichannel distribution

4. Topic 4. Managing relationships in the distribution channel

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
TOTAL	150,00	

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

Note: For academic reasons, it may happen that the order of teaching the topics can be modified, being able to start the course with the Communication topics and end the semester with the Distribution topics.



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 consists of:

- Individual assignments: 15%
- Group assignments: 25%
- Class participation: 10%

Important notes regarding the evaluation:

1. It is necessary to pass (obtain 5 points out of 10) the theoretical part and the practical part (obtain 5 points out of 10) in order to pass the course.
2. The theoretical part will be evaluated through a final written exam on the official date established by the Faculty of Economics. This activity is recoverable, that is, there is a second call to which the student can go in case of failing the exam or not taking the exam in the first call. In case of failing the theoretical exam in the first call or not taking the exam, the mark of the practical part will be respected for the second call if said part is passed.
3. The practical part will be evaluated through continuous evaluation through the activities detailed in the "Schedule" box. These activities are non-recoverable since "due to their nature, it is not possible to design a test that assesses the acquisition of learning outcomes in the second call" (article 6.5 of the aforementioned regulation). All individual practices have the same weight in the final grade. All group practices have the same weight in the final grade, except for team practices 4 and 7, which weight double. Attendance and participation in classes will account for 10% of the final grade.
4. The student who, due to a documented justified cause (eg employment contract with a schedule incompatible with attendance at the practical sessions) cannot be evaluated continuously, must justify it before three weeks have elapsed since the beginning of the academic course of the Faculty of Economics. To do this, the student must send an email to the teachers through the virtual classroom, and receive confirmation of receipt of the email by the teachers. In this way, the student will have the option to be evaluated in the practical part by means of an exam. This option supposes the loss of the contribution of the group works (25% of the total mark). This same option (assessment of the practical part by means of an exam, losing 25% of the final grade) will be applied to those who, attending class and handing in the work, do not reach the pass mark with the presentation and corresponding evaluation of the individual practices and of the group practices.
5. Non-attendance at the practical sessions for reasons not justified by formal documents does not give the right to be evaluated in the practical part by means of a final exam, since, as established in point



3, the evaluation of the practical part is non-recoverable.

OTHER ISSUES AFFECTING THE EVALUATION OF THE SUBJECT: ACADEMIC HONESTY AND BEHAVIOR:

The behavior consisting of cheating in an exam or plagiarizing an "assessable" task (whether or not it is the final degree assignment or from the current or previous course), is contrary to the duties of the students included in both the state and internal regulations of UV. The immediate consequence of this type of behavior will be, in any case, the qualification with a zero and the failure of the subject, in accordance with the Regulation of Evaluation and Qualification (hereinafter REC) approved by the Government Council on May 30 of 2017 (art. 13 section 5); the University Student Statute, approved by RD 1791/2010, of December 30; and the Letter of rights and duties of the students of the University of Valencia, approved by Agreement of the Governing Council of October 19, 1993 and modified by ACG of April 30, 1998.

All students are advised that smartphones or any other unauthorized electronic device or document may not be used. Any student who uses a mobile phone both in class, due to the existence of continuous assessment, and in the exam, will be invited to leave the classroom and will obtain a numerical grade of zero in the corresponding assignment or task (art. 13, section 6). The same type of conditions will apply to smart watch terminals or similar. The use of laptops or digital tablets is allowed for taking notes or viewing teaching material.

All of the above measures will be applied regardless of the disciplinary procedure that may be instituted against the student and, if possible, the appropriate sanction in accordance with current regulations (art. 13, section 7).

Policy Statement about Artificial Intelligence use: Students in the 2023-24 course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

REFERENCES

Basic

- - PARTE I. 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.
- - PARTE II. 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.



Additional

- 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 (2014): Advertising and Promotion: An Integrated Marketing Communications Perspective, 10/e, with PowerWeb. McGraw-Hill/Irwin
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- Coleman, A. (2023). Crisis Communication Strategies. Kogan Page.
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- Clow, K. and Baack, D. (2013). Integrated Advertising, Promotion and Marketing Communications - Global Edition, Financial Times Prentice Hall.
- Shimp, T.A. y Andrews, J.C. (2013): Integrated Marketing Communication in Advertising and Promotion. International Student Edition, Thomson South-Western. 9th Edition.
- Smith, P.R. and Zook, Z. (2019). Marketing communications. Integrating online and offline, Customer engagement and digital Technologies. 7th Edition, Kogan Page.

- 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.