

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

Code	40107
Name	Point of sales marketing
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	Second term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	2 - Specialty in distribution	Optional

Coordination

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

SUMMARY

In the subject Point of sales marketing, the operation of the various management and marketing variables at the point of sale will be analysed. Thus, in the context of retail commercial distribution, the behaviour of the buyer compared to the commercial establishment is analysed, investigating the factors that influence such behaviour as well as the process of selecting a point of sale. The next phase of the programming involves focusing on the spatial dimension of the commercial establishment, allowing the evaluation of the location option insofar as procedures are described to evaluate the economic potential of the area of attraction. After this geographical approach, we turn to the analysis of the marketing mix variables of the point of sale. We will study first the assortment and merchandising policy -implantation of the sections and the use of the linear- After the price policy and the problems of fixing and determining the margins; as well as the concepts of advertising and sales promotion in retail commercial distribution. And we will conclude the program describing the concept of service, and its incidence in customer satisfaction and in the evaluation of the quality of the point of sale.

The purpose of this subject is to provide the student with the knowledge related to the marketing strategy in the retail trade. It will consist of the theoretical-practical study of the nature and components of point of sale management



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.
- Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.



- Diseñar estrategias de marketing.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Ser capaces de definir la estrategia de posicionamiento.
- Diseñar un plan de marketing.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

The general and basic learning results to be obtained at the end of the teaching-learning process of the subject are indicated here.

At the end of the teaching-learning process, the student will have learned to:

- Select and correctly use different sources of information in both traditional and electronic formats.
- Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated.
- Articulate an oral speech, structured, coherent, with good diction and use of technical vocabulary.
- Argue and counter-argue.
- Analyse the level of quality of service offered by a commercial establishment.
- Select and use appropriately the variables of the marketing mix applied to a retail commercial establishment.
- Use the technical vocabulary of the subject

DESCRIPTION OF CONTENTS

1. FIRST PART THE NATURE AND THE ENVIRONMENT OF RETAIL TRADE

Topic 1. The scope of retail trade

The first part, which we have called "the nature and the environment of the retail trade". Aims with an introductory perspective, to locate the subject that is going to be an object of development, describing it as a part of the commercial distribution sector. This part performs a set of specific functions in the economic context; the approach to the marketing channel is also considered, analysing its structural characteristics, delimiting its content, and investigating its different modes of organization from the conventional to the integrated channel

**2. SECOND PART. POINT OF SALE MARKETING MANAGEMENT**

Topic 2. Selection of the market and location of the point of sale

Topic 3. Assortment management and merchandising

Topic 4. Pricing in the retail company

Topic 5. Advertising and promotion in the retail company

Topic 6. Technologies and the logistics function in the retail company

The second thematic block "marketing management at the point of sale" involves addressing the retailing mix. The spatial dimension of the commercial establishment is analysed first, allowing the location option to be evaluated insofar as procedures are described to evaluate the economic potential of the area of attraction. After this geographical approach, we turn to the analysis of the functions of: market selection, assortment and brand management, merchandising, pricing and advertising and promotion. Consequently, we will develop the nature and conception of the assortment, the merchandising policy - implantation of the sections and the use of the linear-, the price policy and the problems of fixing and determining margins and the concepts of advertising and sales promotion in the retail commercial distribution. In this part too, we will focus on the value that ICTs bring to the logistics function of the retail company

3. THIRD PART. THE BEHAVIOR OF THE CONSUMER AT THE POINT OF SALE

Topic 7. Management of customer relations: the quality strategy at the point of sale.

Finally, the third phase of programming involves focusing on "the behaviour of the consumer and the point of sale", thus describing the factors that influence the behaviour of the customer compared to the retail company. We will conclude the program describing the concept of service, and its impact on customer satisfaction and the evaluation of the quality of the point of sale.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	36,50	100
Theory classes	0,00	100
Attendance at events and external activities	7,50	0
Development of group work	12,50	0
Readings supplementary material	6,00	0
Preparation of evaluation activities	17,50	0
Preparing lectures	22,50	0
Preparation of practical classes and problem	22,50	0
TOTAL	125,00	



TEACHING METHODOLOGY

1. Theoretical classes' participatory lecture;
2. Discussion of articles (readings);
3. Resolution of practical cases;
4. Seminars;
5. Project development;
6. Expert conferences

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Theory exam (50%)
Practical exam (10%)
Individual work (25%)
Continuous evaluation (15%)

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

Basic

- Anuario de la innovación comercial (2009), disponible en www.pateco.es
- Aparicio, G. y Zorrilla, P. (2015). Distribución Comercial en la era omnicanal. Pirámide
- Casares, J. y Rebollo, A. (2005). Distribución Comercial. Editorial. Madrid. 2ª ed.
- De Juan, M.D. (2005). Comercialización y Retailing. Distribución comercial aplicada. Pearson. Prentice Hall. Madrid.
- Díez de Castro, E. (2004). Distribución Comercial. McGraw Hill. 3 ed. Madrid.
- Palomares, R. (2013). Marketing en el punto de venta. 100 ideas claves para vender más. ESIC.
- Vázquez, R. y Trespalacios, J.A. (2006). Estrategias de distribución comercial. Diseño del canal de distribución y relación entre fabricantes y detallistas. Thomson. Madrid.

Additional

- Campo, S.; Rubio, N. y Yagüe, M.J. (2008). Beneficios y costes del uso de las TIC para las empresas minoristas. Distribución y Consumo. Noviembre-Diciembre, pp. 94-101.
- Casares, J. y Martín, V.J. (2009). Los precios en el comercio detallista. Observación, información y principio de indeterminación. Distribución y Consumo. Enero-Febrero, pp. 75-93.
- Deulofeu, J. (2018). Modelo CEO de gestión en retail basado en la excelencia. Distribución y Consumo. Vol. 5, pp. 47-51.
- Fernández, A.; Rebollo, A. y Rozano, M. (2007). Factores de competitividad de los centros



comerciales. Distribución y Consumo. Septiembre-Octubre, pp. 5-14.

- Gil, I.; Ruiz, E. y Berenguer, G. (2008). Beneficios y costes en la relación entre minoristas y consumidores: Una comparativa intersectorial. *Universia Business Review*. Vol. 18 (2): 40-53.
- Gómez, G. (2017). Marketing en el punto de venta de productos saludables. *Distribución y Consumo*, Vol. 4, pp. 56-64.
- Herrero, A.; Rodríguez del Bosque, I. y Pérez, A. (2009). Tarjetas de fidelización en el Comercio minorista. Una herramienta de marketing relacional. *Distribución y Consumo*. Mayo-Junio, pp. 50-63.
- Martín, V. (2016). Supermercados, descuentos e hipermercados. Bases del libre servicio España. *Distribución y Consumo*. Vol. 4, pp. 7-20.
- Rodríguez, M. (2018). Consumo responsable de prendas de vestir. *Distribución y Consumo*. Vol. 3, pp. 145-151.

ADDENDUM COVID-19

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

The teaching of the 2020-2021 academic year to which this Teaching Guide refers is scheduled in face-to-face mode.

If at any time, during the course, for justified and supervening reasons it could not be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the Virtual Classroom of the subject.

Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program. The appropriate measures will be taken if necessary, to facilitate access to the training sessions of any student who has to observe quarantine unexpectedly throughout the course.