

## COMMERCIAL DISTRIBUTION

### 21523 - COMMERCIAL DISTRIBUTION (2024-25)

#### General

**Code:** 21523

**Lecturer responsible:**

DE JUAN VIGARAY, MARIA DOLORES

**Credits ECTS:**

**6,00**

Theoretical credits:

1,20

Practical credits:

1,20

Distance-base hours:

3,60

#### Departments involved

- **Dept:** MARKETING

**Area:** MARKETING AND MARKET RESEARCH

**Theoretical credits:** 1,2

**Practical credits:** 1,2

This Dept. is responsible for the course.

This Dept. is responsible for the final mark record.

#### Study programmes where this course is taught

- **DEGREE IN MARKETING**

Course type: COMPULSORY (Year: 3)

#### Competencies and objectives

##### Course context for academic year 2024-25

This course, which is worth 6 ECTS credits. It enables the student to continue to gain knowledge in the area of marketing and market research and to achieve a solid commercial base. Its approach familiarizes the students with commercial distribution. For this objective, a very active methodology is followed, which enables students to design, implement and control commercialization and retailing strategies successfully. This course aims to give students the necessary knowledge which will allow them to develop positions of responsibility in distribution management companies and in the organization of this kind of company as well, in order to design and implement commercialization plans.

<http://vertice.cpd.ua.es/84506> commercial distribution syllabus 4 minutes

## Course content (verified by ANECA in official undergraduate and Master's degrees) for academic year {0}

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### Transversal Competences

- **CT1** : Llegir i comunicar-se en l'àmbit professional en un idioma estranger, especialment en anglés.
- **CT2** : Usar habitualment les eines informàtiques i les tecnologies de la informació i les comunicacions en tot l'exercici professional.
- **CT3** : Capacitat de comunicació oral i escrita.

### Specific Competences

- **CE15** : Conèixer els factors de l'entorn que influeixen en la competitivitat de l'empresa, per a ser capaç d'establir-ne els objectius, a més d'identificar i desenvolupar les estratègies competitives, especialment en els àmbits operatiu i tàctic.
- **CE19** : Ser capaç de planificar decisions de distribució comercial i gestió del producte en el canal de distribució.
- **CE3** : Entendre l'entorn socioeconòmic, tecnològic, cultural i institucional i les polítiques sectorials, a més de l'impacte en les relacions comercials i financeres i el comportament psicosocial dels clients.
- **CE4** : Saber fer informes d'assessorament quant a estratègies empresarials i evolució dels mercats.

### Competencias Básicas y Generales:>>Generales

- **CG10** : Adquirir coneixements bàsics en economia general, economia de l'empresa i direcció de màrqueting, a més de comprendre els aspectes teòrics i pràctics i la metodologia de treball.
- **CG11** : Saber comunicar, de manera clara i precisa, els coneixements, les metodologies, les idees, els problemes i les solucions en relació amb el màrqueting estratègic, la transformació de l'entorn i les perspectives dels mercats.
- **CG2** : Ser capaç de treballar en equip, liderar-lo i motivar-lo, durant el treball professional, en la direcció de màrqueting.
- **CG3** : Ser capaç d'aprendre per a emprendre estudis posteriors de màrqueting i recerca de mercats, amb un alt grau d'autonomia.
- **CG5** : Ser capaç de prendre decisions empresarials i en la direcció de màrqueting, aplicant els coneixements a la pràctica des d'una perspectiva interdisciplinària i integradora de coneixements.
- **CG6** : Ser capaç de derivar informació rellevant, impossible de reconèixer per no professionals, a partir de dades socioeconòmiques.
- **CG7** : Comprometre's amb l'ètica i la responsabilitat social en el treball, respectant el medi ambient, coneixent i comprenent la importància del respecte als drets fonamentals, la igualtat d'oportunitats entre homes i dones, l'accessibilitat universal per a les persones amb discapacitat i el respecte als valors propis d'una cultura de pau i valors democràtics.
- **CG8** : Analitzar els problemes, en l'àmbit dels mercats i el màrqueting estratègic, amb raonament crític, sense prejudicis, amb precisió i rigor.

### Exclusive skill taught in this course

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No data

### Learning outcomes (Training objectives)

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No data

## Specific objectives stated by the academic staff for academic year 2024-25

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### GENERAL OBJECTIVES

1. To raise awareness of the importance of efficient product distribution for the success of the company and customer satisfaction.
2. To introduce the concepts, structures, and methods used in commercial distribution to plan, organize, implement, and control the tasks in this field.
3. To show their implementation, in particular cases and situations in the trade dynamics.
4. To promote a way of thinking and acting on the scope of distribution and the forces that operate it.

### SPECIFIC OBJECTIVES:

1. An in-depth knowledge of the most common practices from the point of view of both the manufacturer and retailer and, on the other hand, to analyse those typical commercial strategies and marketing tools.
2. To provide students with the necessary knowledge of new distribution systems and sales methods to allow them to implement appropriate distribution strategies for different types of companies.
3. To provide streamlined instruments related to communication, merchandising, and logistics involved in distribution.
4. To develop students' professionalism, with regard to the criteria of responsibility and efficiency.
5. To prepare students who want to enter a distribution company; through essential theoretical training to access posts of responsibility, and, through practical training, to be able to function from the moment of incorporation into the company.
6. In essence, it is intended to provide training which will serve as a basis for the student's future professional life in the world of commerce, and more specifically, in that of "commercial distribution".

[commercial distribution syllabus \(4 min\)](#)

## Content and bibliography

### Content for academic year 2024-25

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The distribution system. Commercialization channels. Retailer planning and management. Logistic of distribution

[commercial distribution syllabus \(4 min\)](#)

### **PART I COMMERCIALIZATION. Manufacturer strategies: distribution channel selection and coordination of intermediaries relationships**

- Chapter 01. Commercial Distribution
- Chapter 02. Design and choice of the Distribution Channel
- Chapter 03. Channels Dynamic

### **PART II. COMMERCIAL FORMATS and commercial intermediaries, distribution companies and new selling methods**

- Chapter 04. Commercial Formats: Manufacturers and Wholesalers
- Chapter 05. Commercial Formats: Retailers (I)
- Chapter 06. Commercial Formats: Retailers (II). New selling methods.

### **PART III. RETAILING. Retailer company strategy and design of its marketing activities**

- Chapter 07. Retail Management and Planning
- Chapter 08. Consumer Shopping Behaviour
- Chapter 09. Ethical and Legal Issues of Retail Trade
- Chapter 10. Retail Financial Strategy
- Chapter 11. Retail Location Strategy
- Chapter 12. Retail Logistic Strategy
- Chapter 13. Merchandising.
- Chapter 14. Retail Customer Service
- Chapter 15. Evaluation, Implementation and Control of the Retail Management

## Related links

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<http://www.marketingnews.es/>

Diario digital Marketing News, con noticias relacionadas con la práctica del marketing. Muy recomendable para estar al día en marketing.

<http://www.ipmark.com>

Página web de la revista IPMARK, publicación quincenal de comunicación y marketing.

<http://www.emprendedores.es>

Página web de la revista Emprendedores.

<https://www.ama.org/>

American Marketing Association. Página Web de la Asociación Americana de Marketing.

<http://controlpublicidad.com/>

Revista española electrónica "Control Publicidad", temas de marketing y publicidad.

<http://marketingmasventas.wke.es/>

Revista MK Marketing + Ventas.

<http://www.actualidad-economica.com/>

Actualidad Económica (artículos sobre empresas, mercados, finanzas y estrategias).

<https://www.aemark.org/index.php/es-es/>

Asociación Española de Marketing Académico y Profesional (AEMARK).

<https://www.anged.es/>

Asociación Nacional de Grandes Empresas de Distribución

[www.ifm.asso.fr](http://www.ifm.asso.fr)

Instituto Francés de Merchandising

<https://www.anged.es/>

Asociación Nacional de Grandes Empresas de Distribución

<http://www.asociacionmkt.es/>

Asociación Española de Marketing

[www.ifm.asso.fr](http://www.ifm.asso.fr)

Instituto Francés de Merchandising

### Fundamentos de marketing

**Author(s):** Juan Vigaray, María Dolores de

**Issue:** San Vicent del Raspeig : Publicacions de la Universitat d'Alacant, 2017;

**ISBN:** 978-84-9717-513-5

**Category:** Complementario

### Comercialización y retailing : distribución comercial aplicada

**Author(s):** M<sup>a</sup> Dolores de Juan Vigaray

**Issue:** Madrid : Pearson Prentice Hall, cop. 2005;

**ISBN:** 84-205-4372-1

**Category:** Básico

### Marketing 4.0 : moving from traditional to digital

**Author(s):** Kotler, Philip

**Issue:** New Jersey : Wiley, 2017;

**ISBN:** 978-1-119-34120-8

**Category:** Complementario

### Dirección de marketing : décimoquinta edición

**Author(s):** Kotler, Philip ; Keller, Kevin Lane

**Issue:** México : Pearson Educación, 2016;

**ISBN:** 607-32-3693-X

**Category:** Complementario

### Dirección de marketing : décimoquinta edición

**Author(s):** Kotler, Philip ; Keller, Kevin Lane

**Issue:** México : Pearson Educación, 2016;

**ISBN:** 607-32-3693-X

**Category:** Complementario

**Valores y estilos de vida de los consumidores : cómo entenderlos y medirlos**

**Author(s):** SARABIA SÁNCHEZ, Francisco José ; JUAN VIGARAY, María Dolores de ; GONZÁLEZ FERNÁNDEZ, Ana María

**Issue:** Madrid : Pirámide, 2009;

**ISBN:** 978-84-368-2315-8

**Category:** Complementario

**MerchandisingTeoría, práctica y estrategia**

**Author(s):** Palomares Borja, Ricardo

**Issue:** Madrid : ESIC Editorial, 0;

**ISBN:** 978-84-7356-620-9

**Category:** Complementario

**Merchandising : cómo mejorar la imagen de un establecimiento comercial**

**Author(s):** Bort Muñoz, Miguel A.

**Issue:** Madrid : ESIC Editorial, 2004;

**ISBN:** 9788473563857

**Category:** Complementario

**Merchandising, teoría y práctica**

**Author(s):** Díez De Castro, E.

**Issue:** Madrid : Pirámide, 2006;

**ISBN:** 84-368-2038-X

**Category:** Complementario

## Assessment

### Assessment procedures and criteria 2024-25

No data

Description	Criteria	Type	Weighting system
Attendance and ACTIVE participation in theoretical and practical classes	<p>Class attendance is not essential to pass the course, but it is considered very important to get an adequate understanding, though.</p> <p>The student's interest and participation in class will also be assessed by the teacher.</p>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	10

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PRACTICAL  
PART

Practical cases will be diverse according to chapters. To pass the practical part a score of at least 4 out of 10 will be necessary.

Student's portfolio: Throughout the course the student must complete the scheduled practices and deliver them on the date and time indicated, following the instructions of the practices regulations. The practical cases will be of different nature depending on the agenda, the number of students and the particularities of the practice. To overcome the practical part a score of -at least- 4 out of 10 will be necessary.

Oral presentations: Practical activities will require oral presentation, which will be assessed together with the presentation document of the works. Attendance and participation in the PRACTICAL sessions is mandatory, since part of the work and development of the activities is carried out in these face-to-face sessions, essential for the correct development of the teaching methodology.

The non-attendance to the face-to-face session will be understood as the non-resolution of it and will score 0. The justification of any kind will NOT be exchanged for the session that has been missed and will not imply the annulment of 0. Each practice is like a mini-exam and requires the presence of the students in order to get the grade. To justify the absence, you should talk with your teacher to determine how to act with your marks and, if necessary, how to make the necessary recovery.

Extra collaboration in theory and in practice: The subject allows to being actively involved with its contents (for example, providing news, videos) and this involvement will be taken into account in the final grade when it comes to increase a grade or choosing the A+. It will mean an extra score for the total of the final grade.

OBSERVATIONS: Throughout the teaching-learning process the teacher will take good note of the degree of active participation of the students, being able to suppose a key information at the time of raising the final grade or awarding the Honors Registration. Assuming an extra score, with respect to the total of the final grade.

ACTIVITIES OF  
EVALUATION DURING  
THE SEMESTER

50



Mid-term exam = Theoretical- Practical Written Exam	This will be held approximately in the middle of the semester according to how the subject is evolving. It will comprise a multiple choice questionnaire, with three or four options where only one is correct; for every two/three wrong answers one mark will be subtracted; unanswered questions do not lose marks. Passing the continuous evaluation test (with at least 4 out of 10) will involve the elimination of the corresponding chapters from the final exam.	ACTIVITIES OF EVALUATION DURING THE SEMESTER	20
Final exam	This is a multiple-choice exam of three or four options where only one is correct; for every two/three wrong answers one mark will be subtracted; unanswered questions do not lose marks. To pass this exam a score of at least 4 out of 10 will be needed = 20%. The official exams will be held in May or June (C3) & in July (C4) (resits). In the event of the failure of the THEORETICAL/PRACTICAL WRITTEN EXAM, the student will have to take an exam on all the subject chapters and its weighting will be 40%.	FINAL TEST	20

## Official exam dates for academic year 2024-25

Exam session	Date	Time	Group - Classroom(s) allocated	Comments
(C1) Pruebas extraordinarias de finalización de estudios	27/09/2024			
(C2) Periodo ordinario para asignaturas de primer semestre	20/01/2025			
(C4) Pruebas extraordinarias para asignaturas de grado y máster	27/06/2025			

## Academic staff



### DE JUAN VIGARAY, MARIA DOLORES

Lecturer responsible

THEORY CLASS: Groups: 1 , 77

PROBLEM PRACTICALS / WORKSHOP: Groups: 1 , 77

## Groups

### THEORY CLASS



Group	Semester	Morning or afternoon session	Language	No. of enrolled students
Gr. 1 (THEORY CLASS) : 1	1S	Afternoon	Spanish	65
Gr. 77 (THEORY CLASS) : 77 INGLÉS	1S	Afternoon	English	81

### PROBLEM PRACTICALS / WORKSHOP


Group	Semester	Morning or afternoon session	Language	No. of enrolled students
Gr. 1 (PROBLEM PRACTICALS / WORKSHOP) : 1	1S	Afternoon	Spanish	65
Gr. 77 (PROBLEM PRACTICALS / WORKSHOP) : 77 INGLÉS	1S	Afternoon	English	81

## Timetables

### THEORY CLASS

Group	Start date	End date	Day	Start time	End time	Lecture room
1	09/09/2024	20/12/2024	LUN	15:00	17:00	<a href="#">A1/0-02M</a> 
77	09/09/2024	20/12/2024	LUN	17:00	19:00	<a href="#">A1/0-02M</a> 

### PROBLEM PRACTICALS / WORKSHOP

Group	Start date	End date	Day	Start time	End time	Lecture room
1	09/09/2024	20/12/2024	JUE	17:00	19:00	<a href="#">A1/0-10P</a> 
77	09/09/2024	20/12/2024	JUE	19:00	21:00	<a href="#">A1/0-02M</a> 