

## 27626 - Commercial Distribution Management

### Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Course	3
Period	Second semester
Subject Type	Compulsory
Module	---

### 1. Basic info

#### 1.1. Recommendations to take this course

#### 1.2. Activities and key dates for the course

### 2. Initiation

#### 2.1. Learning outcomes that define the subject

#### 2.2. Introduction

### 3. Context and competences

#### 3.1. Goals

#### 3.2. Context and meaning of the subject in the degree

#### 3.3. Competences

#### 3.4. Importance of learning outcomes

### 4. Evaluation

### 5. Activities and resources

#### 5.1. General methodological presentation

#### 5.2. Learning activities

#### 5.3. Program

### SECTION 1. BASICS

#### TOPIC 1. Nature of commercial distribution

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- 1.1 Nature of commercial distribution
- 1.2 Contents of commercial distribution
- 1.3 Dimensions of commercial distribution

### **TOPIC 2. Commercial distribution system**

- 2.1 Elements of the system
- 2.2 Services of commercial distribution
- 2.3. Exchange places
- 2.4 Distribution subjects
- 2.5 Exchange products
- 2.6 Commercial channels

TOPIC 3. The offer of the distribution, formats and sales systems

- 3.1 Theoretical analysis of commercial formats: profiles
- 3.2 Evolution of commercial formats
- 3.3 Wholesalers and retailers
- 3.4 Commercial formats without physical store

### **SECTION 2. CHANNELS OF COMMERCIAL DISTRIBUTION**

#### **TOPIC 4. Nature of the distribution channels**

- 4.1 Definition and typologies of distribution channels
- 4.2 Channels organization: vertical systems
- 4.3 Channels organization: horizontal systems
- 4.4 Planning and design of distribution channels

#### **TOPIC 5. Management of the distribution channels**

- 5.1 Selection of the commercial intermediaries. Distribution strategies
- 5.2 Tolerance and conflict functions. The operation of power
- 5.3 The collaboration in the channels
- 5.4 Private labels

### **SECTION 3. ORGANIZING THE COMMERCIAL DISTRIBUTION**

#### **TOPIC 6. Spaces and logistics**

- 6.1 Attraction and agglomeration of the retail offer
- 6.2 Analysis of the retail location
- 6.3 The system of physical distribution
- 6.4 Services and costs of the physical distribution
- 6.5 Logistic trends

#### **TOPIC 7. Internal trade organization**

7.1 Internal trade in Spain: evolution and basic characteristics

7.2 Politics of internal trade

7.3 Types of competence

7.4 Strategic behaviour of the distribution companies

7.5 Scenarios of competence and concentration

**5.4.Planning and scheduling**

**5.5.Bibliography and recomended resources**