

27626 - Commercial Distribution Management

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	6.0
Year	3
Semester	Second semester
Subject Type	Compulsory
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

5.2.Learning tasks

5.3.Syllabus

SECTION 1. BASICS

TOPIC 1. Nature of commercial distribution

- 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.Course planning and calendar

5.5.Bibliography and recommended resources