

## 27626 - Commercial Distribution Management

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27626 - Commercial Distribution Management

**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.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

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

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. The course is organized into two main sections. The first one gathers the fundamental concepts of the course and consists of three topics in which the relevance of the commercial distribution is presented, the functions, structures and typologies of the components of a distribution system are analysed, as well as the commercial formats. The second section deals with the management of distribution channels and the sales force, as well as spatial organization and logistics. Finally, a topic on domestic and competition policy is included.

#### 4.2.Learning tasks

The course includes the following learning tasks:

- **Lectures.** They will consist on a theoretical explanation by the professor, whose main objective is the transmission of the course contents in a clear, synthetic and illustrated way. The participation of the students, as well as the improvement of their ability to retain the taught notions, is encouraged through the use of audio-visual materials that illustrates the theory through real case scenarios, emphasizing the practical utility of the transmitted knowledge. These sessions will be held once a week and they address the topics listed in the syllabus.
- **Practice sessions.** Development, analysis, solving, presentation of problems and case studies, assignments, discussion of current issues and critical analysis of readings; and forums. These activities can be done inside and outside the classroom, as well as individually and / or in groups.

- **Tutorials and / or seminars (P6).**
- **Autonomous work.** It includes the study of theoretical and practical contents, solving of practical activities, elaboration of individual and / or group assignments, search and analysis of information, among others.
- **Evaluation tasks.** Exercises, case-analysis, group work, self-evaluation, examination.

### 4.3.Syllabus

The course will address the following topics:

#### SECTION 1. FUNDAMENTALS

- TOPIC 1. The nature of commercial distribution
  - 1.1 The nature of commercial distribution
  - 1.2 The content of the commercial distribution
  - 1.3 The dimensions of the commercial distribution
- TOPIC 2. The Commercial Distribution System
  - 2.1 The elements of the system. Ambient
  - 2.2 Commercial distribution services
  - 2.3 The exchange spaces
  - 2.4 The subjects of the distribution
  - 2.5 The exchange products
  - 2.6. The distribution channels
- TOPIC 3. The distribution' offer. Formats and sales systems
  - 3.1 Theoretical analysis of commercial forms
  - 3.2 Evolution of commercial forms
  - 3.3 Wholesale and retail forms
  - 3.4 Commercial forms without establishment

#### SECTION 2. DISTRIBUTION CHANNELS

- TOPIC 4. The nature of the distribution channels
  - 4.1 Definition and typology of channels
  - 4.2 Organization of channels: vertical systems
  - 4.3 Organization of channels: horizontal systems
  - 4.4 Planning and design of channels
- TOPIC 5. The management of distribution channels
  - 5.1 Selection of commercial intermediaries. Distribution strategies
  - 5.2 Tolerance and conflict functions. The power operation
  - 5.3 Collaboration in the channels
  - 5.4 The brands of the distributor

#### SECTION 3. ORGANIZATION OF THE DISTRIBUTION

- TOPIC 6. Space organization and logistics of commercial distribution
  - 6.1 Attraction and agglomeration of the retail offer
  - 6.2 Analysis of retail location
  - 6.3 The physical distribution system
  - 6.4 The service and the cost of physical distribution
  - 6.5 Trends in logistics
- TOPIC 7. Organization of Domestic Trade
  - 7.1 Domestic trade in Spain: evolution and basic characteristics
  - 7.2 National commercial policy
  - 7.3 Forms of competition
  - 7.4 Strategic behavior of distribution companies
  - 7.5 Competition and concentration scenarios

### 4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>)

#### 4.5. Bibliography and recommended resources