

1. BASIC INFORMATION

Course	DISTRIBUTION AND COMMERCIAL PROMOTION
Degree	MARKETING
School/faculty	SOCIAL SCIENCES
Year	THIRD
Ects	6 ECTS
Type	MANDATORY
Language	ENGLISH
Mode	IN-PERSON
Semester	SECOND
Academic year	2025-2026
Coordinator	MARTÍN LÓPEZ, RAQUEL
Instructor	MARTÍN LÓPEZ, RAQUEL

2. INTRODUCTION

The importance of distribution and commercial promotion within the economic system does not need to be underscored, as it largely determines the effectiveness of the system itself and how it is perceived by producers, distributors, and consumers. The distribution of goods and services is undergoing significant changes worldwide that, initiated in their conception in the 1950s, are reaching their highest degree of development in the last decade. The processes of concentration and integration present in distribution channels, the principle of self-service, the creation of purchasing centers, the proliferation of large surfaces and shopping centers, customer satisfaction, the massive use of information techniques through direct marketing and the Internet are some of the factors that are transforming the distribution landscape.

In recent decades, there has been an increase in the demand for skilled individuals and specialized training in distribution companies. Therefore, everything you learn in this subject can serve as a basis for your future career.

3. COMPETENCIES AND LEARNING OUTCOMES

Basic Competencies:

- CB1 - That students have demonstrated to possess and understand knowledge in an area of study that starts from the basis of general secondary education, and is usually found at a level that, while it is based on advanced textbooks, also includes some aspects that involve knowledge from the forefront of their field of study.

- CB2 - That students know how to apply their knowledge to their work or vocation in a professional way and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3 - That students have the ability to gather and interpret relevant data (usually within their area of study) to issue judgments that include a reflection on relevant social, scientific or ethical issues.
- CB4 - That students can transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.
- CB5 - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.

Transversal Competencies:

- CT02 - Autonomous Learning: A set of skills to select search strategies, analysis, evaluation and management of information from diverse sources, as well as to learn and independently put into practice what has been learned.
- CT03 - Teamwork: Ability to integrate and actively collaborate with other people, areas and/or organizations to achieve common objectives.
- CT09 - Global Mindset: Being able to show interest and understand other standards and cultures, recognize one's own predispositions and work effectively in a global community.

Specific Competencies:

- CE04 - Ability to identify market needs in order to offer solutions that can meet consumer expectations.
- CE12 - Ability to interpret the return on each investment made in the marketing function, seeking to improve market share and department profitability.

Learning outcomes:

- LO1- Analyze and understand the operation of an existing distribution system in a market.
- LO2- Design a distribution system for a brand or company in a market.
- LO3- Professionally manage (selection, motivation, control, etc.) the distribution channel of a brand or product.

The table below shows the relationship between the competencies developed in the course and the learning outcomes pursued:

Competencies	Learning Outcomes
CB1, CB2, CB5, CT2, CE12	LO1- Analyze and understand the operation of an existing distribution system in a market.
CB1, CB2, CB5, CT2, CE12	LO2- Design a distribution system for a brand or company in a market.
CB1, CB2, CB3, CB5, CT3, CT9, CE04, CE12	Professionally manage (selection, motivation, control, etc.) the distribution channel of a brand or product.

4. CONTENT

- Markets, products, and customers.
- B2B, B2C, and B2G marketing.
- Analysis of distribution channels. Types of channels and commercial formats.
- Diagnosis of the situation and information systems.
- Distribution and promotion in wholesale companies, retailers, retail, social networks.
- Design and management of distribution and promotion.

5. TEACHING-LEARNING METHODOLOGIES

Next, the types of teaching-learning methodologies that will be applied are indicated:

- Master classes
- Cooperative learning
- Problem-based learning (PBL)
- Simulation environments
- Workshop-based learning
- Case method

6. TRAINING ACTIVITIES

The following types of training activities will be carried out, along with the student's time dedication to each:

In-person Mode:

Formative Activity	Number of Hours
Tutorials	7
Master Classes	40
Asynchronous Master Classes	10
Autonomous Work	35
Oral Presentations	5
Case Analysis and Problem Solving	22

Group Participatory Activities	20
Knowledge Test	3
Completion of Works/Projects	8
TOTAL	150

7. EVALUATION

The following evaluation systems and their weight on the total course grade are listed below:

In-person Mode:

Evaluation System	Weight
Knowledge Test	40%
Oral Presentations	20%
Case/Problem	20%
Performance Observation	20%

On the Virtual Campus, when you access the course, you can consult the detailed evaluation activities you need to complete, as well as the submission dates and evaluation procedures for each.

7.1. Regular Examination

To pass the course in the regular examination, you must obtain a grade of 5.0 or higher out of 10.0 in the final grade (weighted average) of the course.

In any case, it is necessary to obtain a grade of 5.0 or higher in the final exam for it to be averaged with the rest of the activities.

7.2. Extraordinary Examination

To pass the course in the extraordinary examination, you must obtain a grade of 5.0 or higher out of 10.0 in the final grade (weighted average) of the course.

In any case, it is necessary to obtain a grade of 5.0 or higher in the final exam for it to be averaged with the rest of the activities.

You must submit the activities not passed in the regular examination, after receiving the corresponding corrections from the instructor, or those that were not submitted.

8. SCHEDULE

This section indicates the schedule with submission dates for the course's evaluable activities:

Evaluable Activities	Date
Project 1	Week 6
Project 2	Week 15
Final Work	Week 17
Knowledge Test	January 2025

This schedule may be subject to changes due to logistical reasons. Any modifications will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

The bibliography for following the course is:

- De Juan Vigaray, M. D. (2004). *Comercialización y Retailing. Distribución Comercial Aplicada*. Pearson Educación.
- Santesmases Mestre, M., Merino Sanz, M. J., Sánchez Herrera, J. y Pintado Blanco, T. (2018). *Fundamentos de Marketing*. Pirámide.
- Kotler, P. [et al.] (2012). *Dirección de Marketing*. Pearson Educación.
- Graciá, V. B., & Sánchez, M. D. F. M. (2010). *Instrumentos de marketing: decisiones sobre producto, precio, distribución, comunicación y marketing directo* (Vol. 168). Editorial UOC.

10. EDUCATIONAL GUIDANCE, DIVERSITY AND INCLUSION UNIT

The Educational Guidance, Diversity, and Inclusion Unit (ODI) offers support to our students throughout their university life to help them achieve their academic goals. Other pillars of our work include the inclusion of students with specific educational support needs, universal accessibility across the university's campuses, and equal opportunities.

This Unit offers students:

1. Support and monitoring through personalized advice and plans for students who need to improve their academic performance.
2. In terms of diversity attention, non-significant curricular adjustments are made, i.e., in methodology and evaluation, for students with specific educational support needs, aiming for equal opportunities for all students.
3. We offer students various extracurricular training resources to develop different competencies that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe they have made a mistake in choosing their degree.

Students who need educational support can write to us at:

orientacioneducativa.uev@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the faculty, the degree, and the teaching-learning process.

The surveys will be available in the survey section of your virtual campus or via your email.

Your feedback is necessary to improve the quality of the degree.

Thank you very much for your participation.