

1. BASIC INFORMATION

Subject	Commercial Distribution I
Titration	Bachelor's Degree in Marketing
School/ Faculty	Economic, Business and Communication Sciences
Course	1st
ECTS	6 ECTS
Character	Basic
Language/s	English
Modality	Campus-based mode and online
Semester	2nd
Academic year	2025/2026
Coordinating Teacher	Víctor Sánchez Franco

2. PRESENTATION

The importance of commercial distribution as a strategic variable of the Marketing Mix (placement) is studied, and then the different types of intermediaries that participate in the distribution process, their needs, and the functions they perform are analyzed.

The different distribution strategies that exist and the relationships (collaboration and conflict) that occur within the distribution channels are also studied.

All the above is supported by practical cases that show what the current reality of commercial distribution is, from consumer products to services.

At the end of the subject, the student will be able to:

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

3. LEARNING OUTCOMES

KNOWLEDGE

- **KN1.** Explain the concepts related to company and business management and administration in general, as well as marketing and commercial Communication in particular.
- **KN4.** Describe the consumer's buying process, his rational and emotional behavior and his needs, from the basis of traditional economics to the new disciplines of consumer psychology and neuromarketing.

SKILLS

- **SK3.** Analyse the production costs of marketing actions with the expected benefit, anticipating results and optimising the return on investment.
- **SK6.** Use information and communication technologies for data search and analysis, research, communication and learning.
- **CT12:** Critical reasoning: Ability to analyse an idea, phenomenon or situation from different perspectives and to take on one's own personal approach, built on the basis of rigour and reasoned objectivity, and not on intuition.

COMPETENCES

- **CP9.** Show ethical behaviour and social commitment in the performance of the activities of a profession, as well as sensitivity to inequality and diversity

4. CONTENT

- Topic 1. The commercial distribution system
- Topic 2. Commercial distribution formats
- Topic 3. Distribution strategies
- Topic 4. Manufacturer-distributor relations

- Topic 5. Location of the retail company
- Topic 6. Retail's merchandising

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

CAMPUS-BASED MODE

- Lectures
- Cooperative learning
- Problem-Based Learning (PBL)
- Project-Based Learning
- Field experiences (through visits to companies, institutions, etc.)

ONLINE

- Cooperative learning
- Problem-Based Learning (PBL)
- Project-Based Learning
- Webinar Masterclasses
- Field experiences (through the viewing of videos, virtual access to records).

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Training activity	Number of hours
Master Classes	3pm
Asynchronous Master Classes	10h
Freelance work	50h
Oral presentations	10h
Group Participatory Activities	30h
Preparation of reports and writings	30h
Knowledge Tests	5h
TOTAL	150

Online mode:

Training activity	Number of hours
Webinar	10h
Reading topics and consulting complementary resources	25h
Individual application activities: problems, cases, projects	30h
Collaborative application activities	8pm
Self-assessment quizzes and knowledge tests Face	5h
Freelance work	40h
TOTAL	150

The percentage of face-to-face attendance of 50% indicated in the training activity "self-assessment questionnaires and face-to-face knowledge tests" refers to the mandatory face-to-face nature of the knowledge test. The self-assessment questionnaires will be carried out online.

7. ASSESSMENT

The evaluation systems are listed below, as well as their weight on the total grade of the subject:

Campus-based mode:

Evaluation system	Weight
Knowledge Tests	40%
Individual work (cases, problem solving, exercises, etc.)	25%
Group work (projects, reports, cases, etc.)	30%
Active participation in activities (class, forums, attendance at events...)	5%

Online mode:

Evaluation system	Weight
Knowledge Tests	40%
Individual work (cases, problem solving, exercises, etc.)	25%
Group work (projects, reports, cases, etc.)	30%
Active participation in activities (class, forums, attendance at events...)	5%

In online modality, it will be necessary to obtain a minimum of 5 in the face-to-face Knowledge Test to be able to weigh the rest of the activities carried out online.

On Virtual Campus, when you access the subject, you will be able to consult in detail the evaluation activities you must carry out, as well as the delivery dates and evaluation procedures for each of them.

7.1. First assessment period

To pass the subject in the ordinary call, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

In online modality, it will be necessary to obtain a minimum of 5 in the face-to-face Knowledge Test to be able to weigh the rest of the activities carried out online.

7.2. Second assessment period

To pass the subject in the ordinary call, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, it will be necessary for you to obtain a grade greater than or equal to 4.0 in the final test, so that it can average with the rest of the activities.

The activities not passed in the ordinary call must be submitted, after having received the corresponding corrections from the teacher, or those that were not delivered.

8. SCHEDULE

This section indicates the schedule with delivery dates of assessable activities of the subject:

Assessable activities	Date
Activity 1	Week 9-10
Activity 2	Week 16-17
Activity 3	Week 18-19
Knowledge Test 1	Week 10
Knowledge Test 2	Week 19

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in a timely manner.

9. BIBLIOGRAPHY

The reference work for the follow-up of the subject is:

- Díez de Castro, E. Commercial distribution. McGraw Hill, 2004.

Recommended bibliography is indicated below:

- Aparicio, G. and Zorrilla, P. Commercial distribution in the omnichannel era. Pirámide, 2015.
- Díez de Castro, E. Commercial distribution. McGraw Hill, 2004.
- Rodríguez –Ardura, I. Digital Marketing and Electronic Commerce. Pirámide, 2014.
- Sainz de Vicuña, J.M. Commercial distribution: strategic options. ESIC, 2000.
- Underhill, P. Why we buy. The science of shopping. Gestión 2000, 2006.
- Vázquez-Casielles, R. and Trespacios-Gutiérrez, J. Commercial distribution strategies. Paraninfo, 2009.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.

In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.

We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.

Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.