



## COURSE DATA

### DATA SUBJECT

**Code:** 35843  
**Name:** Commercial distribution  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2025-26

### STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	3	Second quarter
1313 - Degree in Business Management and Administration	Facultat d'Economia	4	Second quarter

### SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	Compulsory subjects in the pathway: commercial management	ELECTIVES
1313 - Degree in Business Management and Administration	Compulsory subjects in the pathway: commercial management	ELECTIVES

### COORDINATION

GIL SAURA IRENE

## SUMMARY

The descriptor of this course in the Degree in ADE establishes as minimum contents of study:

- Commercial distribution: functions of distribution channels, types and organization.
- Intermediaries: Types of intermediaries: Wholesalers, retailers.
- Retail management and its key aspects: assortment, merchandising, promotion and pricing.
- Channel relationships
- Design of distribution channels.

## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.



## **OTHER REQUIREMENTS**

To follow this course you should have basic knowledge of marketing and management.

## **COMPETENCES / LEARNING OUTCOMES**

### **1313 - Degree in Business Management and Administration**

Be able to adapt to new situations.

Be able to analyse and search for information from different sources.

Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.

Be able to coordinate activities.

Be able to define, solve and present complex problems systemically.

Be able to design products and services from the perspective of consumer needs.

Be able to develop the processes and tools for information gathering used in marketing and know the main methodologies for information analysis.

Be able to identify the external client to whom the organisation is addressed.

Be able to identify the needs of different types of customers.

Be able to learn autonomously.

Be able to make decisions.

Be able to solve problems.

Be able to take relationships with customers beyond the interchange situations.

Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.

Be able to understand the mechanisms of the market, of competition and of consumers and buyers by means of analysing the information available and that obtained from any possible source, and be able to organise, control and manage the resources and commercial capacities to adapt the company's offer and messages to the needs of its clients.

Be able to use ICTs in the field of study.

Be able to work in a team.

Demonstrate capacity for analysis and synthesis.



Have critical and self-critical capacity.

Have interpersonal skills.

Have organisation and planning skills.

Know the functions, relations, agents and problems of commercial distribution and the main aspects of channel design and point of sale.

Manage time effectively.

Show commitment to ethics and social responsibility.

Show leadership and skills for mobilising the capacities of others.

Show motivation for quality.

Understand the impact of economic, political, legal, socio-cultural, technological and environmental variables on business activity.

Understand the keys to the functioning of the market and the effects of its different structures.

## DESCRIPTION OF CONTENTS

### **1. The context of commercial distribution**

- 1.1.- The importance of commercial distribution
- 1.2.- Commercial distribution and marketing planning
- 1.3.- Trends in commercial distribution
- 1.4.- The environment of commercial distribution

### **2. Distribution channels: main concepts**

- 2.1.- Definition and members of distribution channels
- 2.2.- Functions or flows in distribution channels
- 2.3.- Clasification of distribution channels
- 2.4.- Trends in distribution channels

### **3. Types of distribution channels**

- 3.1.- Classifications of distribution channels
- 3.1.- Definition and types of e-commerce
- 3.3.- Vertical chains and franchised chains



## **4. Wholesaling**

- 4.1.- The nature and structure of wholesaling
- 4.2.- Typology of wholesalers
- 4.3.- Trends in wholesaling

## **5. Retailing**

- 5.1.- The nature and structure of retailing
- 5.2.- Typology of retail formats
- 5.4.- Trends in retailing

## **6. Shopper behaviour and spatial markets**

- 6.1.- Consumer selection of retail destination
- 6.2.- Typology of retail customers
- 6.3.- Retail location: macro and micro evaluation
- 6.4.- Choice of retail location

## **7. Retail management: assortment and merchandising**

- 7.1.- Strategic management and marketing planning for retailers
- 7.2.- Consumers and brands: assortment definition
- 7.3.- Assortment strategies
- 7.4.- Merchandising: definition, roles and types

## **8. Retail management: pricing and promotion**

- 8.1.- Consumers and prices: pricing and margin decisions
- 8.2.- Retail pricing strategies and practices, retail profitability
- 8.3.- Retail communication
- 8.4.- Retail sales promotion: typologies and performance of promotions

## **9. Customer service, service quality and satisfaction**

- 9.1.- The concept of retail customer service
- 9.2.- Typologies of retail customer service
- 9.3.- Retail service quality



## 10. Design of distribution channels

- 10.1.- Manufacturer distribution strategy
- 10.2.- Methods of channel selection: determinant factors
- 10.3.- Assessment of distribution channels

## 11. Management of channel relationships

- 11.1. Leadership, power, and dependence
- 11.2. Sources of channel power
- 11.3. Conflict in the channel: process, types, resolution
- 11.4. Collaboration in the channel

## 12. Logistics

- 12.1.- Physical distribution and logistics
- 12.2.- Transport and warehousing decisions
- 12.3.- Inventory management
- 12.4.- Logistics information systems

## WORKLOAD

### PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
<b>Total hours</b>	<b>60,00</b>

### NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	6,00
Individual or group project	40,00
Independent study and work	44,00
Preparation of lessons	0,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>

## TEACHING METHODOLOGY

In the theoretical classes the topics of the course will be explored through lectures. During the lectures the



teacher will introduce and illustrate the main theoretical topics and will lead the students' discussion around those topics.

In the practical classes several methods will be used for learning such as class debates, search and analysis of information, writing of reports and presentations, etc.

## EVALUATION

The overall grade of the course will be obtained by weighing the grades of the theoretical and the practical assessments. The theoretical part weighs 50% of the total grade and the practical part the remaining 50%. The student has to pass the theoretical and the practical part in order to pass the course.

The theoretical part will be assessed by a written examination that will cover all the topics of the course outline.

The practical part grade will be obtained by weighting the grades obtained from continuous assessment (70%) and from a final exam (30%):

Class participation contributes 15% to the final grade of the practical part. Students with more than three absences to practical classes will have no class participation contribution to their final grade.

Each individual and group assignment will have equal weight to the final grade of the practical part (i.e. 5%), except group Assignment 4 that weights 15%.

The final practical exam will be based on the practical classes' discussion and the contents of the assignments.

All the above means that your practical grade will come from: 65% individual work (15% class participation, 20% assignments, 30% exam) and 35% group assignments.

## REFERENCES

- APARICIO, G. y ZORRILLA, P. (2015). Distribución Comercial en la era omnicanal. Ed. Pirámide.
- CASARES, J.; ARANDA, E.; MARTÍN, V. Y CASARES, J. (2013). Distribución Comercial. Thomson Reuters Civitas. Madrid. 4ª edición.
- GARCÍA, J.C.; MORALES, J. y RODRÍGUEZ, A. (2021). Distribución Comercial: Trade & Retail Marketing. CEU Ediciones.



- CRUZ-ROCHE, I. (2012). Canales de distribución. Especial referencia a los productos de alimentación. Pirámide. Madrid.
- MOLINILLO, S. (2014). Distribución Comercial Aplicada. ESIC. 2ª ed.
- Artículos varios de la revista Distribución y Consumo.