

**COURSE DATA****DATA SUBJECT**

**Code:** 35910  
**Name:** Communication and international distribution strategies  
**Cycle:** Undergraduate Studies  
**ECTS Credits:** 6  
**Academic year:** 2025-26

**STUDY (S)**

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Facultat d'Economia	4	First quarter

**SUBJECT-MATTER**

Degree	Subject-matter	Character
1314 - Degree in International Business	International marketing tools	ELECTIVES

**COORDINATION**

FRASQUET DEL TORO MARTA

**SUMMARY**

The subject Communication and International Distribution Strategy is optional and is scheduled to be taught in the first semester of the fourth year of the Degree in International Business (GIB). Its content is related to the subjects Commercial Management in the second year and International Marketing in the third year, which generally address commercial and marketing planning in an international context. The International Communication and Distribution Strategy subject is a specialized subject that delves into two aspects of marketing planning: 1) the design and management of distribution channels and 2) the design and management of marketing communication. The objective of the subject is for the student to acquire knowledge related to the management of distribution and international communication in both its theoretical and practical dimensions. With this objective, a content program has been designed that consists of two clearly differentiated parts: a first part related to the international distribution strategy and a second part related to the international communication strategy. In each of these two parts, the general aspects and fundamental concepts are dealt with first, and secondly, specific activities, tactics or tools that make up the communication and distribution strategies.

**PREVIOUS KNOWLEDGE****RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

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



## OTHER REQUIREMENTS

Fundamentals of Marketing (Dirección Comercial) and International Marketing (Marketing Internacional)

## COMPETENCES / LEARNING OUTCOMES

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Acquire the capacity to analyse, develop and control the commercial function of companies operating in the world market.

Be able to work in multidisciplinary and intercultural teams.

Conocer los elementos básicos de la estrategia táctica y creativa de la comunicación y saber aplicarla aun contexto internacional.

Conocer los fundamentos de la internacionalización en la distribución comercial y en la gestión de los canales y redes de comercialización.

Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.

Manage the design, coordination and control mechanisms of the company's international strategy.

Sensibilizarse con las diferencias culturales y tenerlas en consideración en el diseño y ejecución de la estrategia de comunicación.

Understand and reflect on socio-economic and political contexts that affect business and economic decision-making in an international environment.

## DESCRIPTION OF CONTENTS

### 1. Topic 1. Introduction to International Distribution Strategy

### 2. Topic 2. Types of distribution channels

### 3. Topic 3. Online and omnichannel distribution



**4. Topic 4. Managing relationships in the distribution channel**

**5. Topic 5. Retailing 1**

**6. Topic 6. Retailing 2**

**7. Topic 7. Retailing 3**

**8. Topic 8. Introduction to the international communication strategy**

**9. Topic 9. Advertising**

**10. Topic 10. Sales promotion and personal selling**

**11. Topic 11. Other instruments of international communication 1**

**12. Topic 12. Other instruments of international communication 2**

**13. Topic 13. Online communication and Social networks**

**14. Topic 14. Branding and international communication: new trends**



## 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	10,00
Individual or group project	0,00
Independent study and work	20,00
Preparation of lessons	60,00
Preparation for assessment activities	0,00
Resolution of case studies	0,00
<b>Total hours</b>	<b>90,00</b>

## TEACHING METHODOLOGY

The subject seeks learning through a combination of teaching methods, which imply different degrees of participation. In relation to the use of artificial intelligence in the tasks and activities to be carried out by the student, the student must be able to use it as a tool to improve their learning process.

## EVALUATION

The evaluation of the subject complies with article 6.4 of the evaluation and grading regulations of the University of Valencia. The following table details the breakdown of the evaluation of the subject according to the different evaluation methods. Evaluation method Weighting on final grade Final exam 50% Continuous evaluation Individual work 15% Group work 15% Self-assessment 20%

Important notes regarding the evaluation: 1. It is necessary to pass the final exam (obtain 5 points out of 10), as well as the continuous evaluation.

## REFERENCES

- PARTE I. ESTRATEGIA DE DISTRIBUCIÓN INTERNACIONAL Aparicio, G. y Zorrilla, P. (2015). Distribución comercial en la era omnicanal. Ediciones Pirámide, Madrid. Casares, J. (2022). Distribución Comercial. Ed. Thomson Reuters, Pamplona. Cruz Roche, I. (2012). Canales de distribución. Especial referencia a los productos de alimentación. Pirámide, Madrid. De Juan, M. D. (2005). Comercialización y Retailing. Distribución comercial aplicada. Pearson/Prentice Hall, Madrid. García, J.C., Morales, J., y Rodríguez, A. (2021). Distribución Comercial. Trade and retail marketing. CEU Ediciones, Madrid. Molinillo, S. (2014). Distribución comercial aplicada. Esic Editorial, Madrid. Munduate, L y Medina, F.J. (2013). Gestión del conflicto, negociación y mediación. Pirámide, Madrid. Palomares Borja, R. (2013). Marketing en el punto de venta. 100 ideas claves para vender más. ESIC Editorial, Madrid. 2ª ed. Palmatier, R. W., Sivadas, E., Stern, L. W. y El-Ansary, A. I. (2019). Marketing Channel Strategy: An Omni-channel Approach. Routledge/Taylor & Francis, New York. Puelles, J.A., Gómez, M. y Puelles, M. (2011). Marcas de distribuidor. Concepto, evolución, protagonistas y adaptación a los ciclos económicos. Pirámide,



Madrid. Zentes, J., Morschett, D. y Schramm-Klein, H. (2016): Strategic Retail Management. Gabler, Germany.

- PARTE II. ESTRATEGIA DE COMUNICACIÓN INTERNACIONAL Bigné, E. (2003). Promoción comercial: un enfoque integrado. Esic, Madrid Chaffey, D. & Ellis-Chadwick, F. (2019) Digital Marketing. Strategy, Implementation and Practice 7ed. Pearson U.K. Coleman, A. (2023). Crisis Communication Strategies. Kogan Page. De Pelsmacker, P., Geuens, M. and Van den Bergh. (2021): Marketing Communications. A European Perspective. 7th edition. Pearson. Estrella Ramón, A. M. & Segovia López, C. (2016). Comunicación integrada de marketing. Primera edición. Madrid: ESIC. Juska, J. M. (2022). Integrated Marketing Communication: Advertising and Promotion in a Digital World. Second edition. New York, NY: Routledge Taylor & Francis Group. Percy, L. (2023). Strategic integrated marketing communications, 4th edition, New York, Routledge. Smith, P.R. & Zook, Z. (2019). Marketing communications. Integrating online and offline, Customer engagement and digital Technologies. 7th Edition, Kogan Page.