

**COURSE DATA****DATA SUBJECT****Code:** 40107**Name:** Point of sales marketing**Cycle:** Master's Degree**ECTS Credits:** 5**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Specialty in distribution	ELECTIVES

COORDINATION

GIL SAURA IRENE

SUMMARY

In the subject Point of sales marketing, the operation of the various management and marketing variables at the point of sale will be analysed. Thus, in the context of retail commercial distribution, the behaviour of the buyer compared to the commercial establishment is analysed, investigating the factors that influence such behaviour as well as the process of selecting a point of sale. The next phase of the programming involves focusing on the spatial dimension of the commercial establishment, allowing the evaluation of the location option insofar as procedures are described to evaluate the economic potential of the area of attraction. After this geographical approach, we turn to the analysis of the marketing mix variables of the point of sale. We will study first the assortment and merchandising policy -implantation of the sections and the use of the linear- After the price policy and the problems of fixing and determining the margins; as well as the concepts of advertising and sales promotion in retail commercial distribution. And we will conclude the program describing the concept of service, and its incidence in customer satisfaction and in the evaluation of the quality of the point of sale.

The purpose of this subject is to provide the student with the knowledge related to the marketing strategy in the retail trade. It will consist of the theoretical-practical study of the nature and components of point of sale management.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

No enrolment restrictions have been specified with other subjects of the curriculum.

In relation to other subjects of the same degree, no enrolment restrictions have been specified with other subjects of the curriculum. The previous knowledge is that of access to the Master

COMPETENCES / LEARNING OUTCOMES

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Be able to integrate new technologies in their professional and/or research work.

Diseñar estrategias de marketing.

Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.

Diseñar un plan de marketing.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Redactar documentos e informes en marketing e investigación comercial.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.

Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

Saber trabajar en equipo con eficacia y eficiencia.



Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de definir la estrategia de posicionamiento.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.

Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

1. FIRST PART THE NATURE AND THE ENVIRONMENT OF RETAIL TRADE

Topic 1. The scope of retail trade

The first part, which we have called "the nature and the environment of the retail trade". Aims with an introductory perspective, to locate the subject that is going to be an object of development, describing it as a part of the commercial distribution sector. This part performs a set of specific functions in the economic context; the approach to the marketing channel is also considered, analysing its structural characteristics, delimiting its content, and investigating its different modes of organization from the conventional to the integrated channel.

2. SECOND PART. POINT OF SALE MARKETING MANAGEMENT

Topic 2. Selection of the market and location of the point of sale

Topic 3. Assortment management and merchandising

Topic 4. Pricing in the retail company

Topic 5. Advertising and promotion in the retail company

The second thematic block "marketing management at the point of sale" involves addressing the retailing mix. The spatial dimension of the commercial establishment is analysed first, allowing the location option to be evaluated insofar as procedures are described to evaluate the economic potential of the area of attraction. After this geographical approach, we turn to the analysis of the functions of: market selection, assortment and brand management, merchandising, pricing and advertising and promotion. Consequently, we will develop the nature and conception of the assortment, the merchandising policy -implantation of the



sections and the use of the linear-, the price policy and the problems of fixing and determining margins and the concepts of advertising and sales promotion in the retail commercial distribution. In this part too, we will focus on the value that ICTs bring to the retail company

3. THIRD PART. THE BEHAVIOR OF THE CONSUMER AT THE POINT OF SALE

Topic 6. Management of customer relations: the quality strategy at the point of sale.

Finally, the third phase of programming involves focusing on "the behaviour of the consumer and the point of sale", thus describing the factors that influence the behaviour of the customer compared to the retail company. We will conclude the program describing the concept of service, and its impact on customer satisfaction and the evaluation of the quality of the point of sale.

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	35,00
Seminar	7,00
Group work	2,00
Total hours	44,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	7,50
Individual or group project	12,50
Independent study and work	6,00
Preparation of lessons	45,00
Preparation for assessment activities	17,50
Resolution of case studies	0,00
Total hours	88,50

TEACHING METHODOLOGY

1. Theoretical classes; participatory lecture;
2. Discussion of articles (readings);
3. Resolution of practical cases;
4. Seminars;
5. Project development;



6. Expert conferences

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Theory exam (50%)
Practical exam (10%)
Individual work (30%)
Continuous evaluation (10%)

If necessary, the weight of academic assignments may be increased, to adjust to possible teaching situations until reaching 100% of the grade.

REFERENCES

- Aparicio, G. y Zorrilla, P. (2015). Distribución Comercial en la era omnicanal. Pirámide
- Artículos varios en revista Distribución y Consumo.
- Casares, J. y Rebollo, A. (2005). Distribución Comercial. Editorial. Madrid. 2ª ed.
- Casares, J.; Aranda, E.; Martín, V. y Casares, J. (2013). Distribución Comercial. Thomson Reuters Civitas. Madrid. 4ª ed.
- De Juan, M.D. (2005). Comercialización y Retailing. Distribución comercial aplicada. Pearson. Prentice Hall. Madrid.



- Díez de Castro, E. (2004). Distribución Comercial. McGraw Hill. 3 ed. Madrid.
- García, J.C.; Morales, J. y Rodríguez, A. (2021). Distribución comercial: Trade & retail marketing. CEU ediciones.
- Palomares, R. (2013). Marketing en el punto de venta. 100 ideas claves para vender más. ESIC.
- Vázquez, R. y Trespalacios, J.A. (2006). Estrategias de distribución comercial. Diseño del canal de distribución y relación entre fabricantes y detallistas. Thomson. Madrid.