

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Business Administration and Management		
Field of Knowledge:	Social and Legal Sciences		
Faculty/School:	Law, Business and Government		
Course:	DISTRIBUTION STRATEGY		
Type:	Optional	ECTS credits:	3
Year:	3	Code:	7156
Teaching period:	Fifth semester		
Subject:	Commercial and Marketing		
Module:	Functional Management of Business Areas		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

## SUBJECT DESCRIPTION

On the one hand, this course will allow us to know and evaluate the methodology used by organizations to modulate their functional structures in business areas oriented to customers and products and, on the other hand, to integrate service quality in distribution as a differential success factor to achieve business excellence with a criterion of profitability.

The subject 'Distribution Strategy', basic concepts in the management process and profitability of business units such as distribution, cost of the care and service process, and impact on the formation of the price of the service or product, are the initial knowledge base with which students must start to understand the commercial reality of the P of 'place' in real situations.

Exposure to cases and assessment of different scenarios are learning tools to achieve the objective of the distribution strategy: to make the organization's product or service available to the target audience of the business under the best quality and price conditions.

We will delve into the variable 'Commercial Distribution', that is, the set of techniques and strategies that the company can develop to deliver its offer in an optimal way to its customers, providing:

- Local utilities: The company's offer is sent to the customer in the place where the customer wants or where that offer reaches its maximum value.
- Time Utilities: The customer receives the company's offer at the time they want.
- Form Utilities: The customer receives the company's offer in the most functional and attractive way.
- Knowledge utility: The customer accesses and knows the offer that companies make available to them.
- Useful information: Have communication and knowledge of the market to promote final demand.

Also, within this subject, elements that refer to commercial distribution and its general economic implications will be studied. Fundamentally, distribution channels and their management, retail distribution, wholesale distribution, omnichannel as a fundamental trend of customer supply and distribution logistics will be studied.

In short, through this course, the student will know and strategically manage a fundamental marketing variable that represents, according to the studies carried out to date, between 40-50% of the marketing costs of a product or service. A variable of enormous relevance to the competitiveness of the company and fundamental to the achievement of its objectives.

## GOAL

Know, understand and design the implementation of the distribution strategy in business units of business organizations. The distribution function analyzes reference models in the definition and development of profitable management processes, by identifying the key factors involved in commercial activity. It designs, chooses and executes the processes of interrelation between the business and its customer, to achieve the strategic objectives of this unique function set out in the business plan, that is: to send the products to the customer directly, or through intermediaries, choosing the most appropriate channel and the means or channels capable of providing the best service at the lowest possible cost. The distribution function must meet the objectives of effectiveness necessary to comply with the business plan, of efficiency to meet the profitability objectives set out in the profit margins of the price column and set out in the financial plan, and of sustainability to ensure the survival of a socially responsible business in the long term.

The specific aims of the subject are:

Develop the capacities and abilities of the 3rd Grade ADE student to design and implement business strategies in the specific area of the functional distribution strategy (channels and route to the market)

Apply the CANVAS business model methodology and how the value proposition relates to relationships with beneficiaries (customers) || Transmit the knowledge necessary for decision-making in the selection of alternative channels of virtual relationship with the customer and disintermediation typical of collaborative business models (B2 C and C2C).

Deploy the strategies for their execution and ensure that all the profitability variables that affect the business process are taken into account.

Understand the sustainability challenges and rights of stakeholders in the physical deployment of distribution-related activities (customer contact, freight transport, value chain compensation)

## **PRIOR KNOWLEDGE**

We will review the fundamentals of marketing and basic concepts of business management such as the distinction between consumer and customer.

We will review the fit of the competitive strategy of the business with the deployment of the functional distribution strategy

We will review fundamental concepts such as the evolution and nature of Commercial Distribution.

We will study the competitive context and the state of commercial distribution, focusing on the situation of consumer retail in the face of the challenge of ICTs and artificial intelligence.

We will distinguish between actors in the distribution process (manufacturers, intermediaries, carriers, service providers). We will complete the study of the role of intermediaries in the customer service chain, the processes (physical, information, monetary) that sustain them and their impact on costs.

We will analyze these processes and their impact on costs and performance to determine profitability criteria in the commercial distribution environment using dashboards and quality and time compliance indicators.

We will apply tools such as the 'buyer's journey' to understand the impact of consumer behavior on the Distribution strategy.

All these concepts, learned in previous courses and common to knowledge in the commercial and marketing areas, enable students in the 3rd year of ADE at UFV to extract maximum theoretical and practical knowledge from this function in the commercial and marketing area of the company

## **COURSE SYLLABUS**

The theoretical and practical contents of the course are structured in 8 themes:

Topic 1. Commercial distribution and its role in the economy and in society.

Theme 2. Commercial distribution and distribution channels.

Theme 3. Partner commerce and franchising.

Topic 4. Typology of retail establishments.

Topic 5. Sales Methods, Merchandising and Customer Experience

Theme 6. Ecommerce

Topic 7. Distribution strategies and management of distribution channels.

Topic 8. Logistics and supply chain management.

## EDUCATION ACTIVITIES

The teacher, with the collaboration of the students, will present and develop the theoretical contents, using the FPC (Flipped classroom) methodology, the development of content by students in small groups. In parallel with the theoretical contents explained in the classroom, through the ABP (Problem Based Learning) methodology, students will be provided with a series of practical cases that they will develop in small groups inside and outside school hours and that will be presented to the whole class, for analysis and discussion. Consequently, through collaborative work and the principle of 'learning by doing', they make it possible to evaluate the degree of assimilation of students. Conferences and seminars of interest to students will be scheduled

## DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
30 Horas	45 Horas

## SKILLS

### Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of

independence

To have developed the necessary skills to ensure problems are solved and goals are reached.

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To be able to learn autonomously and independently.

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## Specific skills

Be able to design and manage projects.

Know the commercial research techniques that make it possible to make appropriate decisions in all aspects of a company's marketing and marketing.

Describe and exercise the content and procedure of the tools of university work: text commentary, analysis, synthesis and preparation of a research paper.

## LEARNING RESULTS

It theoretically understands the modulation of functional structures of organizational design by areas of activity (in this case, distribution) through cooperative and practical work on a business case.

Assess action scenarios in business management based on research analysis on customer consumption/market and determination of unit acquisition costs per formal act of purchase carried out in the market.

Develop the distribution plan (customer relations) consistent with the process of integrated profitability management in companies. It integrates the Marketing Department's key availability and pricing factors into customer satisfaction.

It makes a public defense of conclusions, obtained through a process of formulating and evaluating scenarios, which include alternatives for action to follow compliance and apply contingency plans that ensure it.

Choose, apply and deploy the methodology for the development and implementation of actions to improve the quality of results and organizational capacities to meet changes in market demand.

## LEARNING APPRAISAL SYSTEM

The evaluation systems are:

**EVALUATION SYSTEM FOR FIRST-TIME STUDENTS.** A continuous evaluation system is established in which achievements are progressively monitored and evaluated. The student must meet a minimum percentage of 80% of class attendance and the student must also exceed all the requirements required in the evaluation system.

The evaluation criteria and the percentage weight of each one will be as follows:

- 1.- Attendance and participation in classes, 10% of the grade.
- 2.- Daily activities, case resolution (interventions in the virtual classroom, simulators), 10% of the grade
- 3.- Group work, written and face-to-face presentation of conclusions, 30% of the grade.
- 4.- Individual, face-to-face and written exams and tests. Mid-term exams and final exam, 50% of the grade.

The minimum exam grade to pass the subject must be 5 and 4 for group work.

The student who does not meet the requirements for attendance and evaluation will fail the course. For participation to score, it will have to meet, in the teacher's opinion, characteristics of relevance, appropriateness and positive contribution to the development of the class.

Under no circumstances may the student pass the subject exclusively with an exam.

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### STUDENTS WITH AN ACADEMIC EXEMPTION,

duly communicated and accepted by the academic director of the degree.

Papers submitted at the request of the teacher: 30%.

The final exam will be the same as for continuous evaluation students: 70%.

Students in an exchange system take advantage of this type of evaluation. It is the responsibility of the exchange student to be aware of the works/tasks requested by the teacher for all students evaluated by this system.

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### STUDENTS IN SECOND AND SUBSEQUENT ENROLLMENT

Students in second and subsequent enrollment may choose between either of the two previous systems, with prior notice to the teacher at the beginning of the semester. Under no circumstances can the student pass the subject by passing a single exam.

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EXTRAORDINARY INVITATION In the extraordinary call, the same criteria will apply as in the previous cases.

- 1.- Final exam in person and in writing. 70% of the grade.
- 2.- Individual work. 30% of the qualification.

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Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the University's Coexistence Regulations.

## ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:

- a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.
- b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as

possible.

c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website([https://www.ufv.es/gestion-de-la-informacion\\_biblioteca/](https://www.ufv.es/gestion-de-la-informacion_biblioteca/)).

d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.

2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the [Guide for the Responsible Use of Artificial Intelligence in Studies at UFV](#). Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.

3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

## BIBLIOGRAPHY AND OTHER RESOURCES

### Basic

SEBASTIAN MOLINILLO JIMENEZ APPLIED COMMERCIAL DISTRIBUTION (2ND ED.) Esic Editorial

VAZQUEZ CASIELLES, R.; TRESPALACIOS GUTIERREZ, J.A. COMMERCIAL DISTRIBUTION STRATEGIES  
Ediciones Paraninfo, S.A

### Additional

Casares, J. & Rebollo, A. (2005) Commercial distribution Ed. Thomson-Civitas. 3rd Ed

GARCIA VILLALOBOS, J.C. COMMERCIAL DISTRIBUTION. TRADE & RETAIL MARKETING Fundación  
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