

## COURSE DETAIL

### COMMERCIAL DISTRIBUTION

**Country**

Spain

**Host Institution**

Complutense University of Madrid

**Program(s)**

Complutense University of Madrid

**UCEAP Course Level**

Upper Division

**UCEAP Subject Area(s)**

Business Administration

**UCEAP Course Number**

131

**UCEAP Course Suffix****UCEAP Official Title**

COMMERCIAL DISTRIBUTION

**UCEAP Transcript Title**

COMMERCL DISTRIBUTN

**UCEAP Quarter Units**

3.00

**UCEAP Semester Units**

2.00

## Course Description

This course offers a study of commercial distribution including basic concepts of structure, environment, forms, and functions of distribution, as well as innovative and relevant aspects of distribution such as new commercial formats, e-commerce, blending, and advances in merchandising. Additional topics include: manufacturer distribution strategies; relationships in the distribution channel; distributor strategies; location strategy; distribution logistics. Pre-requisite: Marketing Fundamentals

## Language(s) of Instruction

Spanish

## Host Institution Course Number

802303

## Host Institution Course Title

DISTRIBUCIÓN COMERCIAL

## Host Institution Course Details

<https://www.ucm.es/estudios/grado-ade-plan-802303>

## Host Institution Campus

SOMOSAGUAS

## Host Institution Faculty

Facultad de Ciencias Económicas y Empresariales

## Host Institution Degree

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS

## Host Institution Department

Marketing

## Course Last Reviewed

2024-2025

[Print](#)