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

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