

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

COMMERCIAL DISTRIBUTION

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

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