COURSE DETAIL

MERCHANDISING AND CATEGORY MANAGEMENT
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 125
UCEAP Course Suffix
UCEAP Official Title MERCHANDISING AND CATEGORY MANAGEMENT
UCEAP Transcript Title MERCHANDISING
UCEAP Quarter Units 5.00
UCEAP Semester Units 3.30

Course Description

This course offers a study of the function of point-of-sale (POS) management in retail distribution channels, focusing on key areas like product assortment, merchandising, and store image. It discusses how consumer behavior and business objectives affect these areas. The course is divided into three main parts: 1. retailer positioning – how stores create value for customers and stand out from competitors; 2. assortment management – how stores choose and manage the products they offer; 3. store concept & merchandising – the design and layout of the store, and how different types of merchandising are used to attract customers

Language(s) of Instruction

Host Institution Course Number
801960

Host Institution Course Title
MERCHANDISING Y GESTIÓN DE CATEGORIAS

Host Institution Course Details
https://www.ucm.es/estudios/grado-comercio-plan-801960

Host Institution Campus
Moncloa

Host Institution Faculty
Facultad de Comercio y Turismo

Host Institution Degree
GRADO EN COMERCIO

Host Institution Department
Departamento de Organización de Empresas

Course Last Reviewed
2024-2025

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