

COURSE DETAIL

COMMERCIAL DISTRIBUTION

Country

Spain

Host Institution

University of Alicante

Program(s)

University of Alicante

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Business Administration

UCEAP Course Number

120

UCEAP Course Suffix**UCEAP Official Title**

COMMERCIAL DISTRIBUTION

UCEAP Transcript Title

COMMERCL DISTRIBUTN

UCEAP Quarter Units

5.00

UCEAP Semester Units

3.30

Course Description

Topics in this commercial distribution course include: the distribution system; commercialization channels; retailer planning and management; logistics of distribution. It is divided into three parts. Part 1: commercialization which focuses on manufacturer strategies such as distribution channel selection and coordination of intermediary relationships. Part 2: commercial formats which focuses on commercial intermediaries, distribution companies, and new selling methods. Part 3: retailing which focuses on retailer company strategy and design of marketing activities.

Language(s) of Instruction

Host Institution Course Number

21523

Host Institution Course Title

DISTRIBUCIÓN COMERCIAL

Host Institution Course Details

<https://cvnet.cpd.ua.es/Guia-Docente/GuiaDocente/Index?wcodest=C156&wcodasi=215...>

Host Institution Campus

San Vicente del Raspeig

Host Institution Faculty

Economics and Business Administration

Host Institution Degree

Degree in Marketing

Host Institution Department

Department of Marketing

Course Last Reviewed

2025-2026

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