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

Print