

TEACHING GUIDE

DISTRIBUTION POLICY AND ECOMMERCE

GRADO EN MARKETING (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 25-06-2026



I.-Subject Identification

Type	OBLIGATORIA
Teaching period	3 course, 2Q semester
Nº of credits	6
Language in wich the subject is taught	English

II.-Presentation

Distribution Policy and E-Commerce is a compulsory subject of the Third Year with 6 ECTS Credits. This subject in the area of Marketing (Commercialization and Market Research) is created with the aim of deepening and specializing in the contents and skills acquired in the subject of Introduction to Marketing. Its main objective is to train students of the Degree in Marketing in the concepts, functions, commercial formats in digital environments (physical store, websites and apps), implications, tools and commercial and omnichannel strategies for the integration of offline and online channels. relevant and current aspects of Commercial Distribution, eCommerce and Logistics, with a focus on optimizing sales channels, creating value in the customer experience (customer journey, traditional or omnichannel customer) and efficient management of intermediaries (retailers and Trade Marketing) in physical and digital distribution channels.

III.-Learning outcomes

CG01. Ability to analyze and synthesize: analyze, synthesize, assess and make decisions based on relevant records of information on the situation and foreseeable evolution of a company.

CG02. Capacity for organization, planning and solving problems in the company, identifying their strengths and weaknesses.

CG03. Oral and written communication: understand and be able to communicate, with correction and in different scenarios, in English.

CG06. Ability to analyze, search and discriminate relevant information from different sources.

CG07. Work in an interdisciplinary team, in an international context and globalization, in diverse and multicultural environments.

CG08. Leadership, creativity and entrepreneurial spirit oriented towards quality.

CG09. Critical capacity and ethical commitment at work.

CE02. Becoming part of the functional area of marketing in a company or organisation and successfully performing all management roles entrusted.

CE09. Be capable of making decisions relating to commercial variables.

CE11. Be capable of correctly identifying and analysing the factors that influence consumer behaviour from a marketing perspective.

CE13. Be capable of reaching marketing decisions in specific business scenarios.

CE17. Be capable of identifying problems relating to the management of distribution channels and the organisations that comprise the trading system.

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

1. Commercial distribution. Evolution of retailing towards omnichannel: multichannel versus omnichannel; ROPO, showrooming, and webrooming. Open Commerce and its differences from traditional models. Retail media as a new revenue stream.
2. Commercial distribution strategies in digital environments: access, coverage, communication, coordination, and integration strategies for traditional physical channels (physical stores) and offline channels (websites and apps).
3. Commercial formats: wholesalers and retailers with physical stores, websites, and apps. Dark stores and quick-commerce. Quick-commerce versus traditional e-commerce. New hybrid formats: phygital pop-ups, live commerce rooms. Standalone stores. Social Commerce platforms.
4. Distribution logistics: retail logistics strategy; design of the retail logistics system (management of customer service levels, procurement, inventory, warehousing, and transportation); Efficient Consumer Response (ECR). Micro-fulfillment centers; Warehouse automation; Stock allocation algorithms; AI for route optimization; Sustainable last mile; AI-optimized reverse logistics.
5. Design and selection of new physical or online channels in digital environments.
6. Channel behaviors and conflicts: causes and types of channel conflicts; power dynamics; how to reduce conflicts; Digital trade marketing.
7. Point-of-sale location: process of selecting commercial areas and locating new points of sale. Advanced geomarketing. Location based on real traffic (heat maps, mobility). Digital twins for point-of-sale location.
8. Private label brands: characteristics and development of private label brands, strategies and evolution. Premium and sustainable private label brands.
9. Manufacturers' strategies regarding private label brands to maintain market competitiveness. Direct-to-consumer (DTC) strategies.
10. Merchandising and window dressing: concept; functions; Types of merchandising; window dressing and visual merchandising; merchandising techniques for the exterior and interior of the point of sale. Digital visual merchandising. Heatmaps and AI planograms.
11. Retail financial strategy: retail profitability strategy via margin and/or turnover; retail budget.

IV.B.-Training activities

Type	Title
Resolution of exercises, problems, case studies	(AFE2, AFE3, AFE4, AFE6) Practical activities (individual work, group work, participation in debates, constructive criticism and seminars) that the teacher considers appropriate for the assimilation of the contents and achievement of the teaching objectives.
Other activities	(AFE5) Participation in academic tutorials.
Lectures	(AFE1) Preparation of theoretical contents. Comprehensive reading of the basic bibliography, teaching material published in the virtual campus and complementary documentation indicated by the teacher in his case.



V.-Student workload

Theoretical sessions	30
Resolution of exercises, problems, case studies, etc.	26
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	4
Academic tutorials	30
Related activities: conferences, seminars, etc.	18
Preparation of theoretical sessions and self-study	10
Preparation of practical tasks, exercises, case studies, projects, etc.	40
Preparation for tests and/or exams	22
Total student workload	180

VI.-Methodology and academic programme

Type	Period	Content
Academic tutorials	Week 1 to Week 15	(MD3) Academic tutorials.
Theoretical sessions	Week 1 to Week 15	(MD1) Master classes.
Practical sessions	Week 1 to Week 15	(MD2) Practical classes: individual or group exercises, debates & seminars.



VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

The evaluation system for the course is continuous assessment. Under the continuous assessment system, attendance is mandatory, and its assessment in the continuous assessment process for the subject will be established by the professors for each subject.

Minimum class attendance percentage: 80%

It is important to keep in mind that EVERYTHING discussed and worked on in class may be subject to assessment. Therefore, active attendance (paying attention, taking notes, participating, etc.) is key to success in this subject.

The evaluation criteria and their weighting toward the final grade will be:

1. Theoretical tests: 50% of the final grade (re-assessable). This will correspond to the theoretical knowledge test(s) specified by the professor in each case (in person). It is essential to obtain at least a 5.0 out of 10 in the theoretical section. If the student does not reach this level, he or she fails the course and may attend the official extraordinary call (marked on the official exam calendar) to re-evaluate the failed portion according to the instructions provided by the professor. Grades will not be carried over from one course to the next.

2. Practical activities: 50% of the final grade (re-assessable). This will correspond to the practical activities specified by the professor in each case (in person). It is essential to obtain at least a 5.0 out of 10 in the practical section. If the student does not reach this level, he or she fails the course and may attend the official extraordinary call (marked on the official exam calendar) to re-evaluate the failed portion according to the instructions provided by the professor. If the teacher has established group work with continuous assessment, it will be re-assessable as long as the work has been assessed in the ordinary phase (with a failing grade). Grades will not be carried over from one course to the next.

The **FINAL GRADE for the course** will be calculated from the percentages shown in the evaluation (indicated above), with a minimum final grade of 5 out of 10 required. Remember that you must first obtain a minimum of 5 out of 10 in both the theory and practical sections to pass the course overall. Otherwise, no grade compensation or weighted average will be applied to the remaining grades, and the course will be deemed to be failed.

In the case of an **advanced call**, the assessment system will be the same as that generally established for official exam sessions (50% theoretical exams and 50% practical activities, to be determined by the instructor), thus ensuring the assessment of the expected learning outcomes for that subject.

IMPORTANT: Students who do not pass the course in the ordinary call must, without exception, retake in person the re-assessable theoretical and practical tests (including ERASMUS and similar students) on the official dates of the extraordinary call, just like the rest of their classmates, following the instructions provided by the instructor for taking the officially scheduled exams.

Any student who copies any part of the exercises required for the course assessment (final exam, assignments, practical exercises, or any other exercise) will fail both regular and extraordinary examination calls. This is independent of any disciplinary procedure that Rey Juan Carlos University may initiate, according to current examination regulations.

It is mandatory for all students to fully understand the assessment system and the mechanics of the course. See the URJC academic regulations and the course regulations established by the professor in the VIRTUAL CLASSROOM.



VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.



VIII.-Teaching resources and materials

Basic bibliography

Kotler, P., Keller, K. L., & Chernev, A. (2025). *Marketing Management* (17th ed.). Pearson.
 Rosenbloom, B. (2022). *Marketing Channels: A Management View* (10th ed.). Cengage.
 Levy, M., Grewal, D., & Roggeveen, A. (2024). *Retailing Management* (11th ed.). McGraw-Hill.

Consultation bibliography

Piotrowicz, W.; Cuthbertson, R. -editors- (2019). *Exploring Omnichannel Retailing. Common Expectations and Diverse Realities*. Springer.
 Verhoef, P. C., Kannan, P. K., & Inman, J. J. (2015). *From Multi-Channel Retailing to Omnichannel Retailing*. *Journal of Retailing*, 91(2), 174–181.
 Parker, G., Van Alstyne, M., & Choudary, S. (2016). *Platform Revolution*. W. W. Norton.
 Chopra, S. (2024). *Supply Chain Management: Strategy, Planning and Operation* (9th ed.). Pearson.
 Laudon, K. C., & Traver, C. G. (2025). *E-commerce: Business, Technology, Society* (19th ed.). Pearson.

IX.-Professors

Name and surname	ALFREDO RODRÍGUEZ FUERTES
E-mail address	alfredo.rodriquezf@urjc.es
Department	Economía de la Empresa
Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	Yes
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	1
Number of sexennia	0
No. of positive evaluations by Docentia	2

