

STRATEGIC MARKETING MANAGEMENT II**COURSE:** FOURTH**SEMESTER:** SECOND**TYPE:** OBLIGATORY**CREDITS:** 6**LANGUAGE:** ENGLISH**SENIOR LECTURER:** [RAMSÉS GALLEGO](#)**OBJECTIVES:**

“Strategic Marketing Management” is a subject based on commercial area or discipline of the company.

Main objectives are related with the student acknowledgement about key facts of strategic Marketing science: what is, how is and for what is it used. Linked with this aspects, is fundamental that the students on Marketing, Publicity and Public Relationships were able to develop an strategic market segmentation, setting up marketing policies and communication under proper use of marketing and consumer segmentation in this professional job description, and whatsoever, the establishment of marketing and communication policies. It is all under the efficient utilization of marketing tools and instruments, with local and international impact.

The student will complete its professional profile on Marketing Management, with formation, acknowledgement, tools and capabilities for:

- Strategic market orientation for national and international markets.
- Identify opportunities, threats and changes in the competitive environment.

- Dealing the changes with brief action execution just applying new technologies and innovative methodologies.
- Define, execute and lead a successful Marketing strategy.
- Control effective tools to engage Marketing departments.
- To plan successfully and with critical approaching on Marketing activities, analyzing results and continuous improvement.

COMPETENCES:

BÁSICS

- **CB2** – Students must show the acknowledge appliance in a professional way just showing main abilities acquired by critically demonstration of solving problems and proper Marketing arguments inside of this study discipline.

GENERALS

- **CG1** – Development and showing off about English language capabilities in order to convince for different situations based on persuasion and convince the receptor.

SPECIFICS

- **CE4** – Manage and drive fundamental strategic marketing tools to be applied such in publicity, public relationships, such as for national and specifically for international markets.
- **CE8** – Detect and analyze properly those factors which influence in international consumer behaviors, from a marketing perspective,

restiling strategic marketing plans based on international perspective for a decision making process.

LEARNING OUTCOMES:

- **R3** – Drives and manages strategic Marketing plan of the company.
- **R9** – Think out about complex situations or just develop new solutions for matters or situations in academic or professional discipline.
- **R5** – Identify new market niches in order to develop new projects.
- **R1** – Analyze and appliance of marketing mix variables applied on 4p's: Price, product, promotion and placement.

METHODOLOGY:

This is an in-person subject, based on the attendance at class and continuous assessment, combining theoretical concepts and its application on exercises and business cases proposed.

Professor will expose subject contents through different learning tools, developing several formative activities based on individual and dynamic groups and workshops.

Students must develop and solve individual activities in their own personal time in order to acquire the learning outcomes proposed. These activities are focused on practical exercises with reflection and need to demonstrate a depth understanding about the appliance of strategic marketing tools. A critical point of view is required when demonstrating and justifying results and learning enquiries.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

CONTENTS:

Unit 1. Analysis of the business enterprise

- Internal barriers to develop business
- Marketing competencies
- Value chain analysis: delivering value to the consumer
- Financials: sales and profitability
- Brand or firm associations
- ANNEX: 'Strategic Green Marketing'

CHERNEV, A: *Strategic Marketing Management* (7th ed.). Ed. Cerebellum. 2008.

PROCTOR, T: *Strategic Marketing: An introduction* (8th ed.). Ed. Routledge. New York. 1999. Chapter. 3

Unit 2. Strategic Market Analysis

- Strategic market dimensions
- Potential market size
- Forecasting market methods: long and short term
- Market profitability analysis
- Key success factors: bases of competition
- Risks in high growth markets

CHERNEV, A: *Strategic Marketing Management* (7th ed.). Ed. Cerebellum. 2008.

PROCTOR, T: *Strategic Marketing: An introduction* (8th ed.). Ed. Routledge. New York. 1999. Chapter. 5

Unit 3. Customer analysis in the market place

- Models of consumer behavior
- Factors affecting on customer behavior
- The buying roles
- Process and phases of purchasing

CHERNEV, A: *Strategic Marketing Management* (7th ed.). Ed. Cerebellum. 2008.

PROCTOR, T: *Strategic Marketing: An introduction* (8th ed.). Ed. Routledge. New York. 1999. Chapter. 8

Unit 4. Marketing-Mix strategy

- Product Mix
- Distribution strategy
- Price-positioning strategy
- Sales and Promotion strategies
- A&P Investment strategic decisions

CHERNEV, A: *Strategic Marketing Management* (7th ed.). Ed. Cerebellum. 2008.

PROCTOR, T: *Strategic Marketing: An introduction* (8th ed.). Ed. Routledge. New York. 1999. Chapter. 11

Unit 5. Segmentation and targeting

- Introduction: segmentation patterns
- Market segmentation research
- Segment synergies
- Market targeting and positioning
- Quantitative approaches to segmentation research

CHERNEV, A: *Strategic Marketing Management* (7th ed.). Ed. Cerebellum. 2008.

PROCTOR, T: *Strategic Marketing: An introduction* (8th ed.). Ed. Routledge. New York. 1999. Chapter. 10

Unit 6. Analysing competition

- Competitors identification
- Strategy typologies
- Competition research
- Sources of information about competitors
- Benchmarking

CHERNEV, A: *Strategic Marketing Management* (7th ed.). Ed. Cerebellum. 2008.

PROCTOR, T: *Strategic Marketing: An introduction* (8th ed.). Ed. Routledge. New York. 1999. Chapter. 6

Unit 7. Sustainable competitive advantage

- Core competencies and competitive advantage
- Strategic intent and generic strategies
- Focus strategies

CHERNEV, A: *Strategic Marketing Management* (7th ed.). Ed. Cerebellum. 2008.

PROCTOR, T: *Strategic Marketing: An introduction* (8th ed.). Ed. Routledge. New York. 1999. Chapter. 9

ASSESSMENT:

50% of final marks comes from the realization of two partial written test, the other 50% pending is referring to continuous assessment. This evaluation part is formed by the delivery of two individual activities, the delivery of an individual business case and the realization of an oral exposition/presentation in group.

Activities, Oral exposition and Business Case proposed on continuous assessment is mandatory to be delivered with NO option to recover in complementary assessment period.

About 50% of partial exams, they have the opportunity to recover on scheduled week by a complementary assessment, always concluding the student had a positive continuous evaluation just showing continuous improvement on learning outcomes.

Professor will be positively considering continuous improvement and evolution of the student on learning results in suitable final marks.

Please find on below the assessment structure:

1. Writing Evaluation Tests (50% of Final Marks)

It consists on the realization of two writing test that represents 50% of final marks.

- First Test (25% of final marks) will be set on **April 1st 2020**
- Second Test (25% of final marks) will be set on **May 14th 2020**.

Total test score is about 100 points.

Writing exams take **2 hours** to be done, and has 2 different parts:

a) THEORETICAL PART (50 points):

- Concepts definition (20 points). Development of 4 main and concrete concepts.
- Topics development (30 points). Development of 2 topics proposed about the subject program. Knowledge, clarity in exposition as well as arguments used, will be very good valued.

b) PRACTISE PART. (50 points):

Consists on the development of 2 practical exercises that might be numerical exercises and/or by analyzing a real business case, with writing and developing questions.

This 2nd part will be evaluated especially considering the arguments and tools used to solved it. In addition, critical approaching to defend or reject key facts exposed in.

To pass partial exam is mandatory to obtain at least 20 points of each exam part (theory and practice) and a TOTAL SCORE of 50 points or over.

2. Delivery of numeric exercises/cases proposed (20% of Final Marks)

Teacher will propose numeric exercises to deliver in suitable dates planned by on-line Eserp platform. These activities must be delivered by individual on scheduled dates as followed:

- First Delivery (10% of final marks): **March 8th 2020**
- Second Delivery (10% of final marks): **April 19th 2020**

Similar questions and exercises will be solved in class and available on Eserp on-line platform.

Is mandatory the realization and delivery of activities to pass the subject. At the same time student must obtain at least 30 points to be qualified.

3. Delivery of Final Project- Business Case (15% of Final Marks)

Students must select a brand and prepare a *written paper* when critically evaluating the current approach to brand strategy and suggestions as to how this should be developed.

This is a Group task of 3-6 students.

With the brand selected, the students must develop an analysis with critically approaching and applying the techniques exposed along the course. **1,500 words are required as a minimum.**

Students must select a contemporary branding issue and submit a critical literature review and set out an outline proposal as to how the theme could be developed for a selected brand.

In part, students must develop the previous analysis that has been 'summarized' in their presentation with **more critical approaching, developing techniques, the use of bibliography and with the comparison of other brands operating in its market.**

It is important to develop an issue detected and try to solve it by a critical and scientific method based on marketing discipline, concepts and terms.

Further details, instructions and ways of working will be set in class and please find out in **“Strategic Marketing Management (II). Practice and Business Case”**, a paper developed by the professor and available on Moodle Platform with the instructions.

Task delivery will be at least on **MAY 03th 2020** by Eserp on-line platform.

Making and delivery of this assignment is **mandatory** just to pass the course.

By the way, students must obtain at least 30 points to be qualified.

4. Group oral presentation (15% of final marks)

Students must select a brand and prepare a **15 minutes oral exposition** (as a maximum) critically evaluating the current approach to brand strategy and suggestions as to how this should be developed. Include a mood board agency or including a mood board/poster, visual items, actually demonstrating how the company feels the brand image should be communicated to take forward your proposals.

This group oral exposition is MANDATORY to pass the course.

Further details, instructions and ways of working will be set in class and please find out in **“Strategic Marketing Management (II). Practice and Business Case”**, a paper developed by the professor and available on Moodle Platform with the instructions.

Presentations will be set as followed:

<i>Presentation Schedule</i>	<i># of Marketing students</i>
<i>May 20th 2020</i>	<i># of groups</i>
<i>Deadline for all students to upload PPT on Moodle Platform:</i> <i>May 20th, 2020, <u>at 23:59h</u></i>	

5. Attendance and participation in class

Involvement and class participation, specially thus related with exercises and business cases analyzed while sessions will be valuate positively, either if voluntary tasks proposed are delivered to the professor.

Professor will consider student performance on assessment criteria.

6. Complementary assessment:

Student has the opportunity to recover the Writting Test as followed:

Assessment	General Criteria	Complementary
Partial Test (50%)	a) Qualification obtained <50 points (for each Partial) b) Not attendance at partial test	Making partial test. (In case falling both partial, making global subject test).

To pass the subject, the student must cover next requirements. Depending on individual case, the student may opt for a complementary assessment to pass partial exams.

1. **Minimum score** obtained in partial test is **50 points**
2. Is **mandatory** to deliver the **2 activities** proposed on scheduled data. Delayed deliveries will not be accepted and qualified with 0 points. In the same way, professor has the possibility to not accept a task delivery if minimun academic requirements are not on standard ways of presentation. **Minimun score to count into average final marks is 30 points.**
3. Is **mandatory** to deliver the **Business Case** proposed on scheduled data. Delayed delivery will not be accepted and qualified with 0 points.

In the same way, professor has the possibility to not accept a task delivery if minimum academic requirements are not on standard ways of presentation. **Minimum score to count into average final marks is 30 points.**

Plagiarism will be considered as an offense and its detection may suppose not passing the course.

- Is **mandatory** the oral exposition and debate about the strategic analysis made in groups. Not to be done by one student implies not passing the course (for this student).

7. Continuous Assessment Timetable:

Activity	Marks	Competencies & Learning Outcomes	Conditions for assessment	Hours
<p>ACTIVITY-1. Proposition of numeric exercises to deliver in suitable dates planned by on-line Eserp platform. These activities must be delivered by individual on scheduled dates. It is mandatory the realization and delivery of activities to pass the subject. At the same time student must obtain at least 30 points.</p>	10%	<p>CB2 – Students must show the acknowledge appliance in a professional way just showing main abilities acquired by critically demonstration of solving problems and proper Marketing arguments inside of this study discipline.</p> <p>R3- Drives and manages strategic Marketing plan of the company.</p> <p>R9- Think out about complex situations or just develop new solutions for issues or situations in academic or professional discipline.</p>	It is mandatory the realization and delivery of this activity to pass the subject. Not retrievable activity	11 h
<p>ACTIVITY-2. Proposition of numeric exercises to deliver in suitable dates planned by on-line Eserp platform. These activities must be delivered by individual on scheduled dates. It is mandatory the realization and delivery of activities to pass the subject. At the same time student must obtain at least 30 points.</p>	10%	<p>CE4 –Manage and drive fundamental strategic marketing tools to be applied such in publicity, public relationships, such as for national and specifically for international markets.</p> <p>R3- Drives and manages strategic Marketing plan of the company.</p> <p>R5- Identify new market niches in order to develop new projects.</p> <p>R1- Analyze and appliance of marketing mix variables applied on 4p's: Price, product, promotion and placement.</p>	It is mandatory the realization and delivery of this activity to pass the subject. Not retrievable activity	11 h
<p>ACTIVITY-3. Students must select a brand and prepare a written paper when critically evaluating the current approach to brand strategy and suggestions as to how this should be developed. It is mandatory the realization and delivery of activities to pass the subject. At the same time student must obtain at least 30 points to be qualified.</p>	15%	<p>CE4 –Manage and drive fundamental strategic marketing tools to be applied such in publicity, public relationships, such as for national and specifically for international markets.</p> <p>CE8 – Detect and analyze properly those factors which influence in international consumer behaviors, from a marketing perspective, restiling strategic marketing plans based on international perspective for a decision making process.</p> <p>R5- Identify new market niches in order to develop new projects.</p> <p>R1- Analyze and appliance of marketing mix variables applied on 4p's: Price, product, promotion and placement.</p> <p>R3- Drives and manages strategic Marketing plan of the company.</p>	It is mandatory the realization and delivery of this activity to pass the subject. Not retrievable activity	25 h

<p>ACTIVITY-4. Students must select a brand and prepare a 15 minutes oral exposition critically evaluating the current approach to brand strategy and suggestions as to how this should be developed. Include a mood board agency including a mood board/poster, demonstrating how the company feels the brand image should be communicated to take forward your proposals. It is mandatory the realization and delivery of activities to pass the subject. At the same time student must obtain at least 30 points to be qualified.</p>	<p>15%</p>	<p>CB2 – Students must show the acknowledge appliance in a professional way just showing main abilities acquired by critically demonstration of solving problems and proper Marketing arguments inside of this study discipline. CE4 –Manage and drive fundamental strategic marketing tools to be applied such in publicity, public relationships, such as for national and specifically for international markets. R3- Drives and manages strategic Marketing plan of the company. R9- Think out about complex situations or just develop new solutions for issues or situations in academic or professional discipline. R5- Identify new market niches in order to develop new projects. n making process. R5- Identify new market niches in order to develop new projects.</p>	<p>It is mandatory the realization and delivery of this activity to pass the subject. Not retrievable activity</p>	<p>20 h</p>
<p>Partial Test- 1 (PE-1)</p>	<p>25%</p>	<p>CB2 – Students must show the acknowledge appliance in a professional way just showing main abilities acquired by critically demonstration of solving problems and proper Marketing arguments inside of this study discipline. CG1 – Development and showing off about English language capabilities in order to convince for different situations based on persuasion and convince the receptor. CE8 – Detect and analyze properly those factors which influence in international consumer behaviors, from a marketing perspective, restiling strategic marketing plans based on international perspective for a decision making process. R3- Drives and manages strategic Marketing plan of the company. R9- Think out about complex situations or just develop new solutions for issues or situations in academic or professional discipline. R5- Identify new market niches in order to develop new projects.</p>	<p>Written Partial Test. Retrievable in Complementary Assessment</p>	<p>32 h</p>
<p>Partial Test- 2 (PE-2)</p>	<p>25%</p>	<p>CE4 –Manage and drive fundamental strategic marketing tools to be applied such in publicity, public relationships, such as for national and specifically for international markets. CB2 – Students must show the acknowledge appliance in a professional way just showing main abilities acquired by critically demonstration of solving problems and proper Marketing arguments inside of this study discipline. CG1 – Development and showing off about English language capabilities in order to convince for different situations based on persuasion and convince the receptor. CE8 – Detect and analyze properly those factors which influence in international consumer behaviors, from a marketing perspective, restiling strategic marketing plans based on international perspective for a decision making process. R5- Identify new market niches in order to develop new projects. R1- Analyze and appliance of marketing mix variables applied on 4p's: Price, product, promotion and placement. R3- Drives and manages strategic Marketing plan of the company. R9- Think out about complex situations or just develop new solutions for issues or situations in academic or professional discipline.</p>	<p>Written Partial Test. Retrievable in Complementary Assessment</p>	<p>32 h</p>
<p>Horas de clase</p>	<p>100%</p>			<p>60</p>
<p>Total horas dedicación</p>				<p>131</p>

8. Competences & L.O.:

STRATEGIC MARKETING MANAGEMENT II					
SUBJECT / DISCIPLINE	ASIGNATURA	ABILITIES AND CAPABILITIES	LEARNING OUTCOMES	ACTIVITIES	ASSESSMENT
MARKETING, PUBLICIDAD Y RELACIONES PÚBLICAS / DISCIPLINA: MARKETING	Strategic Marketing Management II	Basics			
		<p>CB2 – Students must show the acknowledge appliance in a professional way just showing main abilities acquired by critically demonstration of solving problems and proper Marketing arguments inside of this study discipline.</p>	<p>R3- Drives and manages strategic Marketing plan of the company.</p> <p>R9- Think out about complex situations or just develop new solutions for issues or situations in academic or professional discipline.</p>	<p>AE-1. Applied Numeric exercises</p> <p>AE-3. Individual Business Case development</p> <p>AE-4. Business Case analysis and oral exposition</p> <p>PE-1. Questions for developing on WT</p> <p>PE-2. Questions for developing on WT</p> <p>Continuous assessment activities</p>	EC / PE / EA
		Generals			
		<p>CG1 – Development and showing off about English language capabilities in order to convince for different situations based on persuasion and convince the receptor.</p>	<p>R9- Think out about complex situations or just develop new solutions for issues or situations in academic or professional discipline.</p>	<p>AE-3. Individual Business Case development</p> <p>AE-4. Business Case analysis and oral exposition</p> <p>PE-1. Questions for developing on WT</p> <p>PE-2. Questions for</p>	EC / PE
		Specifics			
		<p>CE4 –Manage and drive fundamental strategic marketing tools to be applied such in publicity, public relationships, such as for national and specifically for international markets.</p>	<p>R3- Drives and manages strategic Marketing plan of the company.</p> <p>R5- Identify new market niches in order to develop new projects.</p> <p>R1- Analyze and appliance of marketing mix variables applied on 4p's: Price, product, promotion and placement.</p>	<p>AE-2. Applied numeric exercises</p> <p>AE-3. Individual Business Case development</p> <p>AE-4. Business Case analysis and oral exposition</p> <p>PE-2. Questions for developing on WT</p> <p>Continuous assessment activities</p>	EC / PE / EA
		<p>CE8 – Detect and analyze properly those factors which influence in international consumer behaviors, from a marketing perspective, restiling strategic marketing plans based on international perspective for a decision making process.</p>	<p>R5- Identify new market niches in order to develop new projects.</p> <p>R1- Analyze and appliance of marketing mix variables applied on 4p's: Price, product, promotion and placement.</p>	<p>AE-3. Individual Business Case development</p> <p>AE-4. Business Case analysis and oral exposition</p> <p>PE-1. Questions for developing on WT</p> <p>PE-2. Questions for developing on WT</p>	EC / PE / EA

ABILITIES:

GENERALS/BASICS	SPECIFICS
<p>CB2 – Students must show the acknowledge appliance in a professional way just showing main abilities acquired by critically demonstration of solving problems and proper Marketing arguments inside of this study discipline.</p> <p>CG1 – Development and showing off about English language capabilities in order to convince for different situations based on persuasion and convince the receptor.</p>	<p>CE4 –Manage and drive fundamental strategic marketing tools to be applied such in publicity, public relationships, national and specifically in international markets.</p> <p>CE8 – Detect and analyze properly those factors which influence in international consumer behaviors, from a marketing perspective, restiling strategic marketing plans based on international perspective for a decision making process.</p>

LEARNING OUTCOMES:

<p>R3- Drives and manages strategic Marketing plan of the company.</p> <p>R9- Think out about complex situations or just develop new solutions for issues or situations in academic or professional discipline.</p> <p>R5- Identify new market niches in order to develop new projects.</p> <p>R1- Analyze and appliance of marketing mix variables applied on 4p's: Price, product, promotion and placement.</p>

METHODOLOGY:

The subject is classroom-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the lecturer will expose contents of the program using different learning methodologies, besides proposing activities in which acquired theoretical knowledge will be applied to real case studies. Furthermore, the students must do individual activities during the hours of personal work.

Additionally, during the hours of personal work, the students will make a final project with their respective oral presentations at the end of the academic period. They will have hours of tutoring with the teacher with the purpose of supervising and guiding the development of the project.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class and complement them with the basic bibliography.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will

lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

BIBLIOGRAPHY:

Main Bibliography

There is NO NECESSARY to buy this books just to pass the course, will be enough with taking notes:

- Hamper, R. (2014). *The ultimate guide to Strategic Marketing*, Ed. Mc Graw Hill.

- Kapferer, J.N. (2011). *The New Strategic Brand Management*, (5th ed.) Ed. Kogan.
- Proctor, T. (1999). *Strategic Marketing: An introduction* (8th ed.). Ed. Routledge.

Main Webgraphy

- https://muradsweb.weebly.com/uploads/2/1/5/8/21582626/tony_proctor_strategic_marketing_an_introductiobookfi.org.pdf

COMPLEMENTARY BIBLIOGRAPHY:

- Chernev, A. (2008). *Strategic Marketing Management* (7th ed.). Ed. Cerebellum.
- Santesmases, M. (2012). *Marketing. Conceptos y estrategias* (6^a ed.). Ed. Pirámide.
- Rodríguez, I. (2006). *Principios y estrategias de marketing* (1^a ed.). Ed. UOC.
- Kotler, P; Cámara, D.; Grande, I., Cruz, I. (2000) *Dirección de Marketing. Edición del Milenio*. Ed. Prentice Hall (10^a ed.).

EXTENDED BIBLIOGRAPHY:

- Aaker, D. (1984). *Strategic Market Management*, (10th ed.), Ed. Wiley.

- Bigné, E. (2003). Promoción Comercial: Un enfoque integrado. Ed. ESIC.
- Cerviño, J. (2002). Marcas Internacionales. Cómo crearlas y gestionarlas. Ed. Pirámide.
- Cuesta, F. (2003). Fidelización...un paso más allá de la retención. Ed. Mc Graw Hill.
- DIEZ DE CASTRO, E.C; LANDA, F.J; NAVARRO, A. (2006). Merchandising. Teoría y Práctica. (2ª ed.). Ed. Pirámide.
- Gallego, R. (2016). Lanzamiento de Productos y Servicios. (1ª ed.).Ed. Marcombo.
- García, R. (2002). Marketing internacional (4ª ed.). Ed. ESIC.
- Martínez-lopez, F.J; Maraver, G. (2009). Distribución Comercial. Ed. DELTA.
- Pérez, E. (2010). Curso de introducción a la economía de la empresa (1ª ed.). Ed. Centro de Estudios Ramón Areces (CERES).