

INTERNATIONAL COMMERCIAL DIRECTION**COURSE:** SECOND**SEMESTER:** FIRST HALF SEMESTER**TYPE:** BASIC**CREDITS:** 3**LANGUAGE:** ENGLISH**PROFESSOR:** [RAMSES GALLEGO](#)**OBJECTIVES:**

“International Commercial Direction” is a subject based on Commercial and Marketing discipline of the company.

Main objectives are related with the student knowledge of key facts of Marketing science: what is, how is and for what is it used. Linked with this aspects, is fundamental that a student on International Business could develop a market 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 especially with international impact.

COMPETENCES:**BASIC**

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.

CB4 - Students develop the ability of transmitting information, ideas, issues and solutions for both different target, specialized and not.

GENERAL

G1 - Overall and global vision for developing plans, organize and managing activities based on business and company premises.

G2 - Being proactive in acts, developing ideas and proposals in order to implement initiatives and positives changes on company beings just showing capabilities of geographical adaptation.

G3 - Develop the ability of empathy, adaptation, just working with leadership behavior in international and multicultural groups, competitive, changing, complex applying networking concept properly.

G5 – Develop relevant communicative aspects in oral and writing ways in English language.

G6 – Searching for new information resources in order to take advantage of them and applying quantitative and qualitative methods and criteria for decision making.

TRANSVERSAL

T2 – Develop entrepreneurship and innovation values on professional and academic tasks through dealing practice and motivation in professional career upgrading.

T3 – Identify with the depth act on global and international contexts needs and realities focus on the transmission of academic knowledge up to development of professional opportunities, with the ability of adaptation and leadership in technical and research projects and processes.

T4 – Show abilities oriented to professional development in worldwide multi-discipline environment, team coordination, virtually or in-person, using technical devices.

T7 – Act with leadership in continuous improvement process in personal and professional area with integral formation with depth knowledge in a diversity linguistic, social, cultural and economic context.

SPECIFIC

E3 – Understanding of main legal implications of economic activity, especially those related with internationalization processes in business and using main legal tools that drives economic relationships in a worldwide scale.

E4 – Acknowledge of main information sources, statistics and economics available, in national and international scale, analyzing and proper use in making decision processes in international business.

E5 – Understand cultural, social, geopolitical, loyal drivers of different global economies to develop international business.

E6 – Evaluate changes appearing on international agreements context which affect economic relationships between countries and economic activities of companies in international exchange market.

E7 – Acknowledge of different agents and economic and financial institutions roles evaluating their influence and impact on economic global growing, international trading, financial relationships and companies activities.

E8 - Identify economic, social, cultural, politic, legal, demographic and technologic environment that might represent opportunities and threats for international business development.

E9 - Plan commercial strategies based on the knowledge of basic tools of international trade.

E10 – Management of activities and taking decisions in several functional areas of an international economic organization.

LEARNING OUTCOMES:

R1- Identify properly several agents involved in export and import of products and services in different industrial sectors.

R3- Drives and manages strategic Marketing plan of the company and export/commercial department.

R4 – Show depth knowledge of sales tools and products and services export methodology.

R5 – Design of intervention which attends needs on multidisciplinary environment.

R6 – Understanding of the interrelationship between marketing and sales/commercial departments.

R7 – Represents properly solutions in order to solve main issues and problems generated in basic operations related with international trade exchange.

R8 – Show abilities linked with the analysis and problem solving with global perspective and approaching with integral tools, considering social, cultural and economic factors.

METHODOLOGY:

The subject combines face-to-face with streaming on-line lectures with the support of theoretical and conceptual knowledge and its application.

Throughout the class sessions, the professor will present program content using different learning methodologies, as well as carrying out group and individual training activities to complement and implement the knowledge acquired. Professor will expose subject contents through different learning tools, developing several formative activities based on individual and dynamic groups and workshops. Part of the subject assessment will be done concurrently during the lectures and the rest by self-studying individually or by groups.

Students should also carry out individual activities during personal working hours and must develop and solve individual activities in their own personal time to acquire the learning outcomes proposed. These activities are focused on practical exercises and business cases with reflection and by the demonstration of a depth understanding about

the appliance of strategic marketing tools. A critical point of view is required when demonstrating and justifying results obtained and learning enquiries showed up.

On the other hand, during the hours of personal work, students will perform in groups a final Business Case of the subject that they must expose at the end of the school period of the same. To do this, students will have tutoring hours with the teacher to supervise and direct the development of the project.

Finally, the student is recommended to deal each week with a few hours of personal work to this subject in order to consolidate the knowledge acquired in each of the topics. This personal work will consist of reviewing the theoretical aspects discussed in class and supplementing them with basic literature and research tasks, solving exercises, readings and video tapes proposed.

The teacher will consider the development and progression of each student by individually.

The student who does not attend an exam and does not justify in Coordination or Academic Tutoring the cause of force majeure, will lose the call and can make it in a supplementary period, in the case that he/she meets the requirements of the same. In the case of proving the cause of force majeure, it will come to make on the date of complementary but he/she will still keep a call. Thus, if the supplementary examination is suspended, it will have another opportunity before the record closes.

The student who does not attend an exhibition and does not justify the cause of force majeure to the teacher, will lose the call.

The student who does not deliver an activity on the indicated date and does not justify the cause of force majeure to the teacher will lose the call.

The student who has not attended a minimum 80% of sessions 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.

CONTENTS:

SUBJECT PROGRAM.

PART I. CONSUMER AND MARKETING MANAGEMENT

Unit 1. Marketing Management

Marketing concepts
Commercial system: geography and trade exchanging internationalization
Company orientation to business development
Concept and Tasks of Commercial Direction
Strategic and Tactic planification: Marketing Plan

GARCÍA CRUZ, R. (2002). *Marketing Internacional* (4ª ed.). Ed. ESIC. CAP 2 (1)
RODRIGUEZ ARDURA, I. (2006). *Principios y estrategias de marketing* (1ª ed.). Ed. UOC. CAP. 1-2.
SANTESMASES MESTRE, M. (2012). *Marketing. Conceptos y estrategias* (6ª ed.). Ed. Pirámide.

Unit 2. Consumer behaviour

Factors affecting consumer behaviour
Process and phases of buying decision
Conducts analysis
Marketing concept as a way of consumer satisfaction
Wish, necessity and demand: focus on quantitative aspects
Business Case

GALLEGO DÍAZ, R (2015). *Marketing Management. Practice and Business Cases*. ESERP. Barcelona.
RODRIGUEZ ARDURA, I. (2006). *Principios y estrategias de marketing* (1ª ed.). Ed. UOC. CAP. 5.
SANTESMASES MESTRE, M. (2012). *Marketing. Conceptos y estrategias* (6ª ed.). Ed. Pirámide.

PART II. THE MARKET. SEGMENTATION AND LEADERSHIP STRATEGIES.

Unit 3. Segmentation and Positioning. Types of strategy.

Markets segmentation and product range
Transnational segmentation. Concentration-Diversification strategy.
Identity and Brand positioning. The “branding”.
Product selection – countries/markets to develop. Penetration strategies.
Segmentation methods: Belson model
Brand positioning: quantitative use.
Business Case

GALLEGO DÍAZ, R (2015). *Marketing Management. Practice and Business Cases*. ESERP. Barcelona.
GARCÍA CRUZ, R. (2002). *Marketing Internacional* (4ª ed.). Ed. ESIC. CAP 5
RODRIGUEZ ARDURA, I. (2006). *Principios y estrategias de marketing* (1ª ed.). Ed. UOC. CAP. 4.
SANTESMASES MESTRE, M. (2012). *Marketing. Conceptos y estrategias* (6ª ed.). Ed. Pirámide.

Unit 4. The environment in international marketing management

Key facts of international environment: economics, socials, culture, legal and political.
Macro-environment in the company: definition and components
Micro-environment in the Company: definition and components

GALLEGO DÍAZ, R (2016).: *Lanzamiento de Productos y Servicios.*, (1ª ed.).Ed. Marcombo. CAP 3.
GARCÍA CRUZ, R. (2002). *Marketing Internacional* (4ª ed.). Ed. ESIC. CAP 2
RODRIGUEZ ARDURA, I. (2006). *Principios y estrategias de marketing* (1ª ed.). Ed. UOC. CAP. 3.
SANTESMASES MESTRE, M. (2012). *Marketing. Conceptos y estrategias* (6ª ed.). Ed. Pirámide.

PART III. MARKETING TOOLS. *MARKETING MIX.*

Unit 5. Product. Brands and Products management.

Product and Brand: key facts.
Innovation and product launch
Optimization and Management of wide product range
Product Life Cycle
Brand strategies
Marketing Information System (SIM)

GALLEGO DÍAZ, R (2016).: *Lanzamiento de Productos y Servicios.*, (1ª ed.).Ed. Marcombo. CAP.1, 2.
GARCÍA CRUZ, R. (2002). *Marketing Internacional* (4ª ed.). Ed. ESIC. CAP 7.
RODRIGUEZ ARDURA, I. (2006). *Principios y estrategias de marketing* (1ª ed.). Ed. UOC. CAP. 7.
SANTESMASES MESTRE, M. (2012). *Marketing. Conceptos y estrategias* (6ª ed.). Ed. Pirámide.

Unit 6. Price and Promotion. Strategies, policies and objectives.

Value and price of products and services
Objectives of price policy settings: price building models
Price-demand elasticity
Promotion: reasons and objectives
Promotional strategies
Promotional investment
Business case: promo analysis and concepts used in companies

GALLEGO DÍAZ, R (2015). *Marketing Management. Practice and Business Cases.* ESERP. Barcelona.
GARCÍA CRUZ, R. (2002). *Marketing Internacional* (4ª ed.). Ed. ESIC. CAP 8.
RODRIGUEZ ARDURA, I. (2006). *Principios y estrategias de marketing* (1ª ed.). Ed. UOC. CAP. 8.
SANTESMASES MESTRE, M. (2012). *Marketing. Conceptos y estrategias* (6ª ed.). Ed. Pirámide.

Unit 7. Distribution. Channels and international distribution structure.

Distribution importance. Commercial and trading intermediation.
Traditional distribution channels.
The new ways and consumer approaching.
International distribution. Facts, facilities and interceptions.
European Union trading: central buyers
Differences and similarities of distributors model in Schengen area

GARCÍA CRUZ, R. (2002). *Marketing Internacional* (4ª ed.). Ed. ESIC. CAP 9.
RODRIGUEZ ARDURA, I. (2006). *Principios y estrategias de marketing* (1ª ed.). Ed. UOC. CAP. 9.

Tema 8. Marketing communication strategies.

Communication importance. Message and Means.
Communication *mix*.
Communication facts: Public objective, message, media.

GARCÍA CRUZ, R. (2002). *Marketing Internacional* (4ª ed.). Ed. ESIC. CAP 10.
 RODRIGUEZ ARDURA, I. (2006). *Principios y estrategias de marketing* (1ª ed.). Ed. UOC. CAP. 10.
 SANTESMASES MESTRE, M. (2012). *Marketing. Conceptos y estrategias* (6ª ed.). Ed. Pirámide.

ASSESSMENT SYSTEM:

There will be a practise exam by the end of the course that will be weighed 40% of the final grade. The remaining 60% will be obtained from four different assignments, continuous assessment activities, class participation, discussion of the conclusions of individual works and the development of an applied business case study.

The evaluation of the practices, corresponding to 60% of the total, **is not recoverable, except in-class activities.**

40% of the final practical exam can be recovered, through a complementary test, as far as the student has followed the continuous assessment, delivering all the assignments, making the exhibition, participating in class, and so forth.

ASSESSMENT SYSTEM	WEIGHTING (%)	TYPE OF ACTIVITY	ASSESSMENT CRITERIA
Written Exam	40	Individually	Recoverable*
Activity- 1	10	Individually	Not recoverable
Activity- 2	10	Individually	Not recoverable
Business Case	30	Group	Not recoverable
In-class activities	10	Individual/Group	Recoverable**

*Practice exam is recoverable item in assessment plan and average marks of the course will be calculated with 40 marks or more obtained in the exam.

**In-class activities are a recoverable assignment with maximum marks of 50 points

Ordinary assessment:**1) Written-up Practise Exam (40% out of 100%)**

It consists on the realization of a writing test that represents 40% of final marks.

Written Practise Exam/Test will be set on:

- Group A: 14th January 2021
- Group B: 21th January 2021

Total test score is about 100 points.

Writing exam takes 2 hours to be done, and has 2 different parts, theory development with application into a real case and practise/numerical part.

To pass the exam, with the option of calculating the weighed average of the course, is mandatory to obtain at least 15 points of every exam part (theoretical and practise) and a global score of 40 marks or more.

2) Individual Activities (20% out of 100%)

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

- Activity-1. First Delivery (10% of final marks): November 13th 2020
- Activity-2. Second Delivery (10% of final marks): December 18th 2020

It is mandatory the realization and the delivery (on time) of activities proposed and, at the same time, student must obtain at least 30 points to pass the activity and the subject.

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 minimum academic requirements are not suitable with standard ways of presentation or under demonstration of founded plagiarism. Minimum score to count into average final marks is 30 points.

Not recoverable assessment part.

3) Business Case (30% out of 100%)

Professor will propose a practice case made up by groups with 1,500 words maximum extension.

It will be based on critical approaching questions and analysis of Business Case selected. Way of working and presentation details will be done in class.

Task delivery deadline is set on JANUARY 10th 2021 by Eserp on-line platform.

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 submission 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.

Not recoverable assessment part.

4) In-Class activities (10% out of 100%)

The professor will propose numerical practice, debates, paper analysis with resolution and write-up conclusions during the lectures, based on readings, video tapes and

research task. Details about the different tasks will be provided at the beginning of the course and in the assessment grid.

This assessment part is recoverable

Involvement and class participation, those specially related with exercises, workshops 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 with a maximum of 10% of final marks. Details about each task of this section will be provided in the assessment grid.

Complementary Assessment:

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

Assessment	General Criteria	Complementary
Subject exam (40%)	a) Qualification obtained <40 marks b) Not attendance at 1 st call test c) Global average <50 marks	Making a complementary exam in scheduled date

Complementary Practise exam is set on 4th February 2021

ASSESSMENT GRID

Assignment	Weight	Competences	Learning Outcomes	Characteristics	Time Commitment
<p>Activity-1. Strategic Portfolio Management. Numerical exercises and real business analysis and interpretation.</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 discipline study. G1 - Overall and global vision for developing plans, organize and managing activities based on business and company premises. E4 – Acknowledge of main information sources, statistics and economics available, in national and international scale, analyzing and proper use in making decision processes in international business. E10 – Management of activities and taking decisions in several functional areas of an international economic organization.</p>	<p>R8 – Show abilities linked with the analysis and problem solving with global perspective and approaching with integral tools, considering social, cultural and economic factors. R4 – Design of intervention which attends needs on multidisciplinary environment. R3- Drives and manages strategic Marketing plan of the company and export/commercial department. R7 – Represents properly solutions in order to solve main issues and problems generated in basic operations related with international trade exchange. R8 – Show abilities linked with the analysis and problem solving with global perspective and approaching with integral tools, considering social, cultural and economic factors. R4 – Design of intervention which attends needs on multidisciplinary environment. R3- Drives and manages strategic Marketing plan of the company and export/commercial department. R7 – Represents properly solutions in order to solve main issues and problems generated in basic operations related with international trade exchange.</p>	<p>Not recoverable activity. Mandatory. Delivery date: 13th November</p>	3 hours
<p>Activity-2. Strategic Segmentation and Positioning. Numerical exercises and real business analysis and interpretation.</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 discipline study. G1 - Overall and global vision for developing plans, organize and managing activities based on business and company premises. E4 – Acknowledge of main information sources, statistics and economics available, in national and international scale, analyzing and proper use in</p>	<p>R8 – Show abilities linked with the analysis and problem solving with global perspective and approaching with integral tools, considering social, cultural and economic factors. R4 – Design of intervention which attends needs on multidisciplinary environment. R5 – Design of intervention which attends needs on multidisciplinary environment. R7 – Represents properly solutions in order to solve main issues and problems generated in basic operations related with international trade exchange.</p>	<p>Not recoverable activity. Mandatory. Delivery date: 18th December</p>	3 hours

		<p>making decision processes in international business.</p> <p>E8 - Identify economic, social, cultural, politic, legal, demographic and technologic environment that might represent opportunities and threats for international business development.</p> <p>E10 - Management of activities and taking decisions in several functional areas of an international economic organization.</p>			
<p>Business Case Study. Group Case Study of application of strategic marketing concepts and development of business strategies in marketing.</p>	30%	<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 discipline study.</p> <p>CB4 - Students must develop the ability of transmitting information, ideas, issues and solutions for both different target, specialized and not.</p> <p>G1 - Overall and global vision for developing plans, organize and managing activities based on business and company premises.</p> <p>G2 - Being proactive in acts, developing ideas and proposals in order to implement initiatives and positives changes on company beings just showing capabilities of geographical adaptation.</p> <p>G5 - Develop relevant communicative aspects in oral and writing ways in English language.</p> <p>G6 - Searching for new information resources in order to take advantage of them and applying quantitative and qualitative methods and criteria for decision making.</p> <p>T2 - Develop entrepreneurship and innovation values on professional and academic tasks through dealing practice and motivation in professional career upgrading.</p> <p>T4 - Show abilities oriented to professional development in worldwide multidisciplinary</p>	<p>R8 - Show abilities linked with the analysis and problem solving with global perspective and approaching with integral tools, considering social, cultural and economic factors.</p> <p>R4 - Design of intervention which attends needs on multidisciplinary environment. R5 - Design of intervention which attends needs on multidisciplinary environment.</p> <p>R6 - Understanding of the interrelationship between marketing and sales/commercial departments.</p> <p>R7 - Represents properly solutions in order to solve main issues and problems generated in basic operations related with international trade exchange.</p>	<p>Not recoverable activity. Mandatory. Delivery date: 10th January</p>	14 hours

		<p>environment, team coordination, virtually or in-person, using technical devices.</p> <p>E4 – Acknowledge of main information sources, statistics and economics available, in national and international scale, analyzing and proper use in making decision processes in international business.</p> <p>E8 - Identify economic, social, cultural, politic, legal, demographic and technologic environment that might represent opportunities and threats for international business development.</p> <p>E10 – Management of activities and taking decisions in several functional areas of an international economic organization</p>			
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<p>Final Practise Exam ICD</p>	<p>40%</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 discipline study. CB4 - Students must develop the ability of transmitting information, ideas, issues and solutions for both different target, specialized and not. G1 - Overall and global vision for developing plans, organize and managing activities based on business and company premises. G2 - Being proactive in acts, developing ideas and proposals in order to implement initiatives and positives changes on company beings just showing capabilities of geographical adaptation. G5 – Develop relevant communicative aspects in oral and writing ways in English language. T4 – Show abilities oriented to professional development in worldwide multidisciplinary environment, team coordination, virtually or in-person, using technical devices. E4 – Acknowledge of main information sources, statistics and economics available, in national and international scale, analyzing and proper use in making decision processes in international business. E8 - Identify economic, social, cultural, politic, legal, demographic and technologic environment that might represent opportunities and threats for international business development. E10 – Management of activities and taking decisions in several functional areas of an international economic organization.</p>	<p>R8 – Show abilities linked with the analysis and problem solving with global perspective and approaching with integral tools, considering social, cultural and economic factors. R6 – Understanding of the interrelationship between marketing and sales/commercial departments. R7 – Represents properly solutions in order to solve main issues and problems generated in basic operations related with international trade exchange. R5 – Design of intervention which attends needs on multidisciplinary environment.</p>	<p>Written Final Exam. Recoverable activity in Complementary Assessment. Set on 14-18-20th January</p>	<p>26 hours</p>
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<p>In-class activities. Practical, numerical activities and analysis/discussion/debates of real application of Marketing Strategies with literature review as well</p>	<p>10%</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 discipline study. CB4 - Students must develop the ability of transmitting information, ideas, issues and solutions for both different target, specialized and not. G1 - Overall and global vision for developing plans, organize and managing activities based on business and company premises. G5 – Develop relevant communicative aspects in oral and writing ways in English language. T4 – Show abilities oriented to professional development in worldwide multidisciplinary environment, team coordination, virtually or in-person, using technical devices. E4 – Acknowledge of main information sources, statistics and economics available, in national and international scale, analyzing and proper use in making decision processes in international business. E8 - Identify economic, social, cultural, politic, legal, demographic and technologic environment that might represent opportunities and threats for international business development.</p>	<p>R8 – Show abilities linked with the analysis and problem solving with global perspective and approaching with integral tools, considering social, cultural and economic factors. R5 – Design of intervention which attends needs on multidisciplinary environment. R6 – Understanding of the interrelationship between marketing and sales/commercial departments. R7 – Represents properly solutions in order to solve main issues and problems generated in basic operations related with international trade exchange.</p>	<p>Not recoverable activities. Mandatory. During lectures</p>	<p>6 hours</p>
<p>Lecture hours</p>	<p>100%</p>	<p>30</p>			
<p>Total time commitment</p>		<p>82</p>			

Main BibliographyTheoric Part.

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

GALLEGO DÍAZ, Ramsés. (2017). *Marketing Internacional* (1ª ed.) Ed. Marcombo.

GARCÍA CRUZ, Rosario . (2002). *Marketing Internacional* (4ª ed.). Ed. ESIC

RODRIGUEZ ARDURA, Inmaculada. (2006). *Principios y estrategias de marketing* (1ª ed.). Ed. UOC.

Other recommended books:

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

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

Practical. Exercices Handbook.

GALLEGO DÍAZ, R (2015). *Marketing Management. Practice and Business Cases.* ESERP. Barcelona..

Extended Bibliography

SANTESMASES MESTRE, M.: *Marketing. Conceptos y estrategias* (6ª ed.). Ed. Pirámide. Madrid. 2012.

KOTLER, P; CÁMARA, D.; GRANDE, I., CRUZ, I.: *Dirección de Marketing. Edición del Milenio.* Ed. Prentice Hall (10ª ed.). Madrid. 2000.

Extended Bibliography

AAKER, David: *Strategic Market Management*, (10th ed.), Ed. Wiley, New York, 1984.

BIGNÉ, Enrique.: *Promoción Comercial: Un enfoque integrado.* Ed. ESIC. Madrid. 2003.

CERVIÑO, Julio.: *Marcas Internacionales. Cómo crearlas y gestionarlas.* Ed. Pirámide. Madrid. 2002.

CUESTA, Felix.: *Fidelización...un paso más allá de la retención.* Ed. Mc Graw Hill. Madrid. 2003.

DIEZ DE CASTRO, E.C; LANDA, F.J; NAVARRO, A. : *Merchandising. Teoría y Práctica.* (2ª ed.). Ed. Pirámide. Madrid. 2006.

GALLEGO DÍAZ, R.: *Lanzamiento de Productos y Servicios.* (1ª ed.).Ed. Marcombo. Barcelona. 2016.

MARTÍNEZ-LOPEZ, F.J; MARAVER, G.: *Distribución Comercial.* Ed. DELTA . Madrid. 2009.

PÉREZ GOROSTEGUI, E.: *Curso de introducción a la economía de la empresa* (1ª ed.). Ed. Centro de Estudios Ramón Areces (CERES). Madrid. 2010.