



FACULTY OF COMMERCE & TOURISM  
UNIVERSITY COMPLUTENSE  
OF MADRID



FACULTAD DE  
COMERCIO Y TURISMO

## BACHELOR IN COMMERCE

<b>Course</b>	<b>Merchandising &amp; Category Management</b>	<b>Code</b>	<b>801960</b>
<b>Module</b>	<b>Complementary education</b>	<b>Subject</b>	<b>Complement to business activity</b>
<b>Character</b>	<b>Optional</b>	<b>Credits</b>	<b>6</b>
<b>Curso</b>	<b>3 th / 4 th</b>	<b>Semester</b>	<b>Second</b>

<b>Department</b>	<b>Management and Marketing</b>
<b>Coordinator</b>	
See list of Coordinators	<a href="https://comercioyturismo.ucm.es/coordinadores-de-las-asignaturas">https://comercioyturismo.ucm.es/coordinadores-de-las-asignaturas</a>

## SYNOPSIS

<b>BRIEF DESCRIPTION</b>
<p>Introduce students in the management of a point-of-sale in different distribution channels using merchandising, category management, and store image strategies. Integrating the customer behavior of a target audience and the objectives of the company in the market.</p> <p>The course has three main sections:</p> <ul style="list-style-type: none"> <li>• The first section relates to the positioning of retailers in the market to differentiate from competition and provide value to the consumer.</li> <li>• The second section focuses on the definition and management of assortment as a marketing variable in retail distribution.</li> <li>• The third section focuses on the store and the role, function and types of merchandising.</li> </ul>
<b>PRE - REQUIREMENTS</b>
Non
<b>AIMS &amp; OBJETIVES</b>
<b>LEARNING RESULTS</b>
Be able to define, within a retail distribution channel, the assortment, the products' location and the visual merchandising of a retailer, to achieve defined objectives and results.

Global objective: implement the knowledge acquired in a retail store.

## CAPABILITIES

### General Capabilities

CG2. Get communication, interpersonal cooperation and teamwork skills in order to interact correctly with all the agents involved in the marketing activity.

CG3 - Know and understand different cultural realities in order to develop international markets and adapt the different business strategies both to the consumer and to the society in which the company operates.

CG4. Understand and apply the mechanisms and techniques of planning, data analysis, negotiation, simulation, decision and control of the commercial relationships, based on the company's business strategy.

CG5. Develop conceptual and operational capabilities of future business managers.

CG6 - Know how to behave with a responsible attitude toward the markets and the consumers in order to apply the strategies and techniques. With the necessary attention to the legal standards, professional ethics and respect by the market and the society in general.

### Specific Capabilities

CE13. Understand the distributors and trade logistics functions. Understand its role as intermediaries in an efficient business planning to provide the product to the consumer, either through traditional means (establishments) or using information and communication technologies (Internet, mobile phones ...).

## CONTENTS.

### Syllabus

#### Unit 1. SALES CHANNEL STRATEGIES

1. Retail distribution strategies
2. Positioning and value strategies
3. Creating brand image

#### Unit 2. SHOPPER MARKETING

1. Shopper path to purchase
2. Shopper vs. consumer
3. Purchasing tasks
4. Types of Purchase

#### Unit 3. RETAIL MARKETING. CATEGORY MANAGEMENT

1. Assortment and construction of the product range in the retail distribution
2. Assortment nomenclature
3. Extent of product range. Width and depth of assortment



4. Category management at the point-of-sale
5. Definition of category
6. Assortment roles
7. Categories' strategies
8. Brands' assortment and roles

**Unit 4. STORE BRANDS**

1. Definition
2. Objectives and strategic options.
3. Types of store brands
4. Historical development and international status

**Unit 5. MERCHANDISING. DEFINITION AND FUNCTIONS**

1. Definition and functions
2. Stages of merchandising
3. Types of merchandising

**Unit 6. VISUAL MERCHANDISING**

1. Exterior presentation and store's window
2. Interior presentation
3. Implementing global merchandising
4. Cold and hot spots
5. Store layout's design. Furniture and hallways. Customer traffic flows
6. In store displays. Types of implementation and management

**Unit 7. COMMUNICATION STRATEGIES IN THE STORE**

1. Merchandising for communication
2. Merchandising for seduction
3. The store as a territory for customer communication

**Unit 8. MERCHANDISING MANAGEMENT**



TEACHING ACTIVITIES	HOURS	ATTENDANCE
<b>Classes</b>	45	100
<b>Guided activities</b>	27,5	55

Assessment activities	40	0
Teamwork	25	0
Other activities:	12,5	0
EVALUATION CRITERIA		
EVALUATION ACTIVITIES	% OF TOTAL GRADE	
Oral or written exams	50%	
Presentations	20%	
Projects and reports	20%	
Proactive participation in class	10%	



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## RESOURCES

### BASIC BIBLIOGRAPHY

- Kunz G.I. (2009). *Merchandising: Theory, Principles, and Practice*. 4th edition. Fairchild Books & Visuals.
- Bell J., Ternus K. (2017). *Silent Selling. Best Practices and Effective Strategies in Visual Merchandising*. 5th edition. Bloomsbury Academic.

UCM Library – Basic Bibliography ebooks:

- Zentes J, Morschett D, Schramm-Klein H. *Strategic Retail Management : Text and International Cases*. Third ed. Wiesbaden: Springer Gabler; 2017. doi:10.1007/978-3-658-10183-1
- Ebster C, Garaus M. *Store Design and Visual Merchandising : Creating Store Space That Encourages Buying*. Second ed. New York, NY: Business Expert Press; 2015  
<https://ebookcentral.proquest.com/lib/universidadcomplutense-ebooks/detail.action?docID=1983493>

### COMPLEMENTART BIBLIOGRAPHY

- Bou L. (2008) *This is visual merchandising*. Ed. Monsa
- International European Association for Education and Research in Commercial Distribution (7th : 2002 : University of Gloucestershire Business School). *Merchandising Cases from the 7th International European Association for Education and Research in Commercial Distribution Conference*. Bradford, West Yorkshire: Emerald; 2003.

### Languages

Spanish and English

### Further information

## ASSESSMENT CRITERIA

- The evaluation system of the subject will be the same in all the calls, including the extraordinary one. In the case of failing in the ordinary call, the grades obtained during the development of the continuous evaluation will remain in force in the extraordinary call.
- If a student did not take the exam in a regular call, but did perform continuous assessment practices, the final grade should include the score obtained in those practices weighted by their weight in the final grade, and can't be considered as NOT PRESENTED.
- If a student does not take the final exam in the extraordinary call set by the Academic Secretariat, it will be considered as NOT PRESENTED in this call, regardless of whether or not the evaluation has been continuous. If the student did this exam, the grade will be obtained from applying the percentages established in the teaching guide of the subject.
- In general, a minimum percentage of assistance is not established to be able to follow the continuous evaluation system. However, the professor may require a certain percentage of assistance to perform relevant teamwork.
- The final exam will be held exclusively on the date of the official call established by the Dean of the Faculty of Commerce and Tourism.
- Partial eliminatory exams are not allowed. The final exam must be about the complete program of the subject.
- A final exam is mandatory. It must be individual and in written format.
- The exam will consist of a set of four development questions and a practical exercise (timing of an hour).
- To pass the subject the grade obtained in the final exam must be equal to or higher than 4.0.
- The practices that are done during the class, only score the attending students on the precisely day that are taken.
- The works proposed to perform in team, can only be delivered in this way (not individually).
- Assessment activities or teamwork can't be delivered out of the established schedule.

## OTHERS

- The continuous evaluation process in the group in which he/she has being enrolled. Group changes are not allowed except those managed through the Student Secretariat.
- The use of mobile phones in the classroom is not allowed

