

**COURSE DATA****Data Subject**

Code	35886
Name	Commercial management
Cycle	Grade
ECTS Credits	6.0
Academic year	2017 - 2018

Study (s)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Faculty of Economics	2	Second term

Subject-matter

Degree	Subject-matter	Character
1314 - Degree in International Business	8 - Business	Basic Training

Coordination

Name	Department
MOLLA DESCALS, ALEJANDRO	43 - Marketing and Market Research

SUMMARY

We propose a program that allows students to have their first met on the orientation of marketing organizations, and to enable the implementation of marketing in the professional world. In subsequent courses, the students may attend another core course on marketing as International Marketing. Thus, those who access the itinerary of Organization and Marketing will complete their training in subjects such as Market Research, Communication Strategy, International Distribution and Consumer Behavior.

Marketing is defined as a set of processes aimed at creating, communicating and delivering value to customers and for managing customer relationships in order to benefit the organization and stakeholders. The main objective of this course is to provide students with greater ability to learn and respond to the challenges of business management. It aims to introduce students in the field of Marketing, with theoretical and practical training.

Throughout the course, an overview of the process of making business decisions will be covered. Even, it will be analyzed the appropriate marketing strategies and the main key actions in the field of marketing management for organizations. The course will also provide students with the tools and techniques for making business decisions in an integrated manner, taking into account the importance of marketing planning and the social responsibility.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

Given the introductory nature of the subject, no previous knowledge required

OUTCOMES

1314 - Degree in International Business

- Develop the capacity to evaluate and critically analyse international economic phenomena and agents.
- Develop intercultural sensitivity and the ability to adapt to other geopolitical contexts.
- Be able to work in multidisciplinary and intercultural teams.
- Understand and reflect on socio-economic and political contexts that affect business and economic decision-making in an international environment.
- Understand the structure and functioning of companies and organisations operating in an international context.
- Develop an ethical attitude in business, respecting human rights and the environment both in the country of origin of the company and in the different markets in which it operates.
- Manage the design, coordination and control mechanisms of the company's international strategy.
- Manage relations between the parent companies of multinationals and their subsidiaries.
- Know and coordinate the different elements of the global value chain, from procurement to delivery.
- Understand the behaviour of economic agents and their interaction in global markets.
- Acquire the capacity to analyse, develop and control the commercial function of companies operating in the world market.
- Prepare, interpret and analyse the accounting information of companies.
- Use the economic and financial information of the company to make decisions.
- Be able to generate ideas and detect business opportunities in international markets.
- Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.
- Aprender a detectar las desigualdades entre personas para diseñar, implementar y evaluar las políticas pertinentes que faciliten la eliminación de dicha discriminación en empresas e instituciones.
- Dominar los conceptos de organización y empresa y conocer las distintas áreas funcionales de la empresa y los distintos tipos de empresa.



- Entender porqué existen las empresas y cuál es su relación con la sociedad.
- Aprender las características del espíritu emprendedor.
- Ser capaz de diseñar y jerarquizar objetivos.
- Conocer las funciones de empresarios y directivos.
- Conocer los instrumentos necesarios para la creación de empresas.
- Conocer los elementos básicos que conforman el entorno empresarial.
- Identificar los rasgos básicos de las distintas opciones de crecimiento de la empresa.
- Conocer el método contable y los conceptos de renta y patrimonio, así como los elementos que lo integran.
- Conocer los principios de valoración.
- Conocer los principios de elaboración de los estados financieros básicos.
- Entender el objetivo y utilidad de la información contable para la gestión empresarial y la toma de decisiones.
- Conocer y manejar los conceptos de demanda, necesidades, oferta, comportamiento del consumidor, mercado.
- Planificar el lanzamiento, posicionamiento y estrategia de productos.

LEARNING OUTCOMES

By the end of the course, you should understand the complexity and challenges associated with making marketing decisions as well as ways to design effective marketing strategies. On the practical side, this new understanding of marketing should make each of you a more knowledgeable consumer.

Accordingly, the course emphasizes the following:

To analyze the role of marketing within the firm and society.

To understand the two parts of a marketing strategy: the target market and the marketing mix.

To study the four marketing mix variables: product, price, distribution and promotion.

To exercise analytical, communication, and presentation skills.

DESCRIPTION OF CONTENTS

1. Marketing: Definition and Strategy

- 1.1 Marketing defined. Marketing process.
- 1.2 Understanding the marketplace and customer needs
- 1.3 Designing a customer driven marketing strategy
- 1.4 Building customer relationships



2. Marketing Plan

- 2.1 - Planning Marketing
- 2.2 - Marketing strategy and marketing mix
- 2.3 - Managing the marketing effort
- 2.4 - Sustainable marketing social responsibility and ethics

3. Marketing environment

- 3.1 The microenvironment
- 3.2 The macro environment
- 3.3 Responding to the marketing environment

4. Market Research and Segmentation

- 4.1 Developing marketing information
- 4.2 Marketing research
- 4.3 Market segmentation
- 4.4 Market targeting

5. Consumer Behavior

- 5.1 Characteristics Affecting Consumer Behavior
- 5.2 Types of Buying Decision Behavior
- 5.3 The Buyer Decision Process
- 5.4 Metrics for consumer behavior assessment

6. Product Strategy

- 6.1 What is a Product?
- 6.2 Product and service decision
- 6.3 Services marketing
- 6.4 Branding strategy

7. Pricing Strategy

- 7.1 Product pricing strategy
- 7.2 Price adjustment strategies
- 7.3 Price changes

**8. Distribution strategy**

- 8.1 Marketing channels
- 8.2 Channel design decisions
- 8.3 Retailing
- 8.4 Wholesaling

9. Communication Strategy

- 9.1 Communicating Customer Value
- 9.2 Advertising and public relations
- 9.3 Personal selling and sales promotion
- 9.4 Direct and digital communications

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	5,00	0
Development of group work	25,00	0
Study and independent work	30,00	0
Readings supplementary material	10,00	0
Preparing lectures	10,00	0
Resolution of case studies	10,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The method to be applied in the lectures (theoretical classes) combines the explanations given by the lecturer with the reading and studying by the student of the textbook. Therefore, during the lectures the lecturer will present the main theoretical topics, illustrating them with up-to-date examples, and the students are expected to participate in the learning process by debating and solving different exercises. At home, the student should use the textbook to prepare and/or reinforce the lectures.

The practical classes will be devoted to the discussion of readings, case studies and other activities that will show the real-life implementation of marketing in organizations. It is essential that the student be familiar with the theoretical topics before undertaking the practice. Students will work both individually and in teams.



EVALUATION

The final course mark will be obtained by weighing the grades of the theoretical and the practical assessments in the following way:

- 1- Written exam on the contents of the course: 50%. A minimum of 2.5 out of 5 is required.
- 2- Evaluation of individual work developed by student during the course (report, cases, discussion): 20%. This should be handed out only the scheduled day. It cannot be presented anytime later.
- 3- Preparation and defense of a team project: 30%. This is a compulsory task. A minimum of 2.5 out of 5 is required between task 2 and 3.

Theoretical or practical part will be accountable for June and July final exams.

REFERENCES

Basic

- Referencia b1: Kotler, P.; Armstrong, G (2012). Principios de Marketing, 12ª edición. Pearson/Prentice Hall, Madrid.
- Referencia b2: Kotler, P.; Armstrong, G (2013). Principles of Marketing, 15ª edition. Pearson/Prentice Hall, Madrid.

Additional

- Referencia c1: Munuera, J.L. y Rodríguez, A.I. (2006). Estrategia de Marketing. De la Teoría a la Práctica. Esic.
- Referencia c2: Ruiz, S. y Grande, I. (2006). Comportamientos de compra del consumidor. 29 casos reales. Esic, Madrid.
- Referencia c3: Sánchez Pérez, M.; Gázquez, J.C.; Marín, M.B.; Jiménez, D. y Segovia, C. (2006): Casos de marketing y estrategia. Editorial UOC, Barcelona.
- Referencia c4: Santesmases, M. (2012). Marketing. Conceptos y Estrategias. Pirámide, Madrid. 6ª edición