

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Business Administration and Management		
Field of Knowledge:	Social and Legal Sciences		
Faculty/School:	Law, Business and Government		
Course:	SALES AND MARKETING MANAGEMENT I		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	7131
Teaching period:	Fifth semester		
Subject:	Commercial and Marketing		
Module:	Functional Management of Business Areas		
Teaching type:	Classroom-based		
Language:	Inglés		
Total number of student study hours:	150		

Teaching staff	E-mail
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## SUBJECT DESCRIPTION

In line with the latest business thinking, the commercial function is seen as integrated into the broader marketing function of the organization. This means that the commercial activity must be understood as an ending function of a business focused on and driven by a market-oriented management, that, under different expressions depending on sectors and companies forms, should be present in all areas of the organization.

Consequently, the course 'Commercial and Marketing Management I' tries to put the foundations for the activity of

Marketing and Sales. These fundamentals/principles are basically a good knowledge and deep understanding of the consumer, as well as the declaration of a value proposition defined to meet the current and latent needs of the consumer.

In line with the most current business thinking, the Commercial function is viewed as integrated within the broader Marketing function of the organization.

This having been said, commercial activity should be understood as the final step of a market-oriented management approach which, with different expressions depending on the sector and business format, is present across all areas of the organization. Consequently, the subject 'Commercial and Marketing Management I' aims to lay the foundations for Marketing and Sales activities. These foundations are no other than a solid understanding of the consumer and the formulation of a value proposition that meets both the current and latent needs of that consumer, ultimately being capable of satisfying them.

## GOAL

DEMONSTRATING, HOW TO APPLY MARKETING AND COMMERCIAL CONCEPTS, AND TOOLS IN A BUSINESS ENVIRONMENT.

The specific aims of the subject are:

Understand the Marketing and Commercial departments rolls within the company

Understand and design the marketing strategy aligned with the company Goals

Work and use the tools and concepts related to Marketing in real situations

## PRIOR KNOWLEDGE

NOT NEEDED

## COURSE SYLLABUS

1.- The Marketing function:

- Introduction
- Basic concepts
- The need for Marketing in the company
- Customer orientation
- The marketing plan

2.- The Marketing Environment

- Microenvironment and macroenvironment
- The competitive environment

3.- The Marketing Information System

- The need for information in the company
- Primary and secondary sources
- Research techniques
- 4.- Consumer behavior
  - Factors influencing consumer behavior
  - Types of buying behavior
  - Phases in the decision process
- 5.- Segmentation and target audience
  - Segmentation criteria
  - Target audience selection
  - Segment coverage strategies
- 6.- Competitive advantage and positioning
  - The need for differentiation
  - Competitive advantage as a source of value for the customer
  - Concept of positioning
  - Positioning from competitive advantage
  - Phases of the positioning process
  - Positioning statement and USP concept

## EDUCATION ACTIVITIES

The content agenda consists of six didactic units with an estimated development of two weeks for each unit. These units constitute the axis of both the classroom activity and those derived as a result of developing problem-based learning methodologies, workshops and other activities that are developed in parallel and the development of part of the agenda through FCR (Flipped classroom). Methods that help the philosophy of Learning By Doing. The remaining weeks, until the end of the semester, are dedicated to evaluation tests and project presentations. The usual scheme of work for each topic will consist of the following activities:

- Presentation of the topic by the professor.
- Exercises of application of individual or group resolution.
- Presentation or debate (in face-to-face or on-line mode).
- Personal theoretical study
- Development of the group project stage corresponding to the current topic.

### MENTORING INFORMATION.

Tutoring schedules will be specified on the first day of class or, the student must send an e-mail to the teacher.

## DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
60 Horas	90 Horas
DISTRIBUTION OF WORKING TIME FACE-TO-FACE ACTIVITY Lectures 20 Hrs	NON FACE-TO-FACE ACTIVITY Individual study 25 hrs Individual work 20 hrs

Presentations of cases or topics (individual or group) 24hrs Final project work (in group) 12 hrs Objective knowledge tests 4 Hrs. 60h	Group work 20 hrs Final project (group) 25hrs AUTONOMOUS WORK/NON-ATTENDED ACTIVITY TOTAL Hours:90 Create Autonomous work/Non-attended activity 90h
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## SKILLS

### Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

To be able to work and make decisions in all manner of situations.

To be able to apply relevant IT knowledge to the field of study.

To enjoy a creative and entrepreneurial spirit.

### General Skills

To be able to work and make decisions in all manner of situations.

To be able to apply relevant IT knowledge to the field of study.

To enjoy a creative and entrepreneurial spirit.

### Specific skills

Know the commercial research techniques that make it possible to make appropriate decisions in all aspects of a company's marketing and marketing.

Know how to effectively use computer tools to make presentations.

Be able to apply knowledge to practice.

## LEARNING RESULTS

The student manages basic terms of marketing and understands the marketing function in the business model.

Understands the strategic dimension of marketing and assesses the impact of these decisions in the long term.

Analyzes the Marketing environment by identifying the aspects that affect the company.

The student is able to plan a research project, carry it out and draw useful conclusions.

Prepares and presents a project effectively.

## LEARNING APPRAISAL SYSTEM

The evaluation system aims to promote students' professionalism. Therefore, in the continuous evaluation system, their dedication, attitude, attendance, participation in class, resolution of exercises, individual or group presentations, discussion of cases, etc. However, the evaluation system will take into account students with two different situations:

### a) FIRST ENROLMENT STUDENTS WHO DO NOT HAVE AN ACADEMIC EXEMPTION

Final exam: 50%. To pass the final exam, it is essential to obtain a minimum score of 5 in each of the different parts of the exam. On the other hand, in order to pass the subject, a **MINIMUM SCORE of 5 IS REQUIRED IN THE FINAL EXAM.**

Ongoing evaluation:

- 2.1 Attendance, class participation, exercise resolution, individual or group presentations, book reading, case discussion, etc.: 25%

- 2.2 Teamwork: 25%.

It will be an essential condition to get a 5 in each part of the continuous evaluation (i.e. a minimum of 5 in point 2.1 and a minimum of 5 in point 2.2) to pass the subject.

In the extraordinary call, the weights and grades obtained during the course of heading 2 of continuous evaluation are maintained for the final grade.

If the parts corresponding to the Continuous Evaluation have been suspended in an ordinary call, these parts will be recovered in the Extraordinary Call exam as follows:

- The recovery of Part 2.1 of the subject is implicitly contemplated in the exam of the extraordinary call. If any content is missing to be evaluated, it will be included as an additional section in that exam.

- As for Part 2.2, related to group work, one or more specific questions will be asked on the corresponding topic,

which will also be evaluated in the examination of the extraordinary call.

In order to pass the subject and for the grades of the different sections to be averaged, it is necessary to obtain a minimum score of 5 out of 10 in the continuous evaluation of each of the blocks, as well as a minimum score of 5 out of 10 in each and every part of the final exam.

**b) ALTERNATIVE EVALUATION SYSTEM:**

Students who for different reasons - having an academic exemption due to force majeure or having taken the subject in previous courses or being on Erasmus abroad - are not required to attend classes regularly.

For these students there is an alternative evaluation system:

Exam: 70% of the grade.

Work carried out at the request of the teacher: 30% of the grade.

Erasmus students will be responsible for finding out about the work requested by the teacher through the virtual classroom.

In order to pass the subject and for the grades of the different sections to be averaged, it is necessary to obtain a minimum score of 5 out of 10 in each of them, as well as in each of the parts of the final exam.

Students are required to observe the elementary and basic rules of authenticity and originality in any training activity or evaluation test. Spelling errors may penalize work and exams.

Curricular content will not be deleted, that is, parts of the subject or the entire subject will be released before the exam corresponding to the official call.

Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the University's Coexistence Regulations.

## **ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE**

1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:

- a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.
- b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.
- c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website([https://www.ufv.es/gestion-de-la-informacion\\_biblioteca/](https://www.ufv.es/gestion-de-la-informacion_biblioteca/)).
- d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.

2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the [Guide for the Responsible Use of Artificial Intelligence in Studies at UfV](#). Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.

3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

## **BIBLIOGRAPHY AND OTHER RESOURCES**

### **Basic**

Philip Kotler... [et al.]. Marketing management 3rd ed.

Philip Kotler, Hermawan Kartajaya, Iwan Setiawan. Marketing 4.0: Moving from Traditional to Digital

Philip Kotler, Gary Armstrong. Foundations of Marketing 12th ed.

Philip Kotler, Kevin Lane Keller. Marketing direction 12th ed