

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Administration and Management		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Legal and Business Science		
Course:			
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	7131
Teaching period:	Fifth semester		
Area:	Commerce and marketing		
Module:	Functional administration of business areas		
Teaching type:	Classroom-based		
Language:	English		
Total number of student study hours:	150		

Teaching staff	E-mail
Alfredo Rodríguez Fuertes	alfredo.rodriguez@ufv.es
Guillermo Arce Ballesteros	g.arce.prof@ufv.es
Caridad Maylín Aguilar	caridad.maylin@ufv.es
José Luis González Castaño	josluisg6@gmail.com

SUBJECT DESCRIPTION

In line with the latest business thinking, the commercial function is seen as integrated in 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.

GOAL

The aim of the course is that students master the logical speech -theoretical and practical - which leads to the fundamental decision of the Strategic Marketing: target selection and positioning statement.

The specific aims of the subject are:

Understand the role of the marketing function within the company.

Design the Marketing function aligned with the strategy and objectives of the company.

Work with marketing concepts and tools applicable in real situations

PRIOR KNOWLEDGE

Not required

COURSE SYLLABUS

1. The Marketing function
 - Introduction
 - Basic concepts
 - The need of Marketing in business
 - Customer approach
 - The Marketing plan
2. The Marketing Environment
 - Micro and macro environment
 - Competitive environment
3. The Market Information System
 - The need of information
 - Primary and secondary sources of information
 - Market research techniques
4. Consumer behaviour
 - Factors influencing consumer behavior
 - Types of buying behavior
 - Phases in the decision process
5. Segmentation and Targeting
 - Segmentation criteria
 - Selecting the target group
 - Strategies for different segments
6. Competitive Advantage and Positioning
 - The need for differentiation
 - The competitive advantage as a source of value for the customer
 - Positioning concept
 - Positioning and competitive advantage
 - Phases of the positioning process
 - Positioning and USP concept

EDUCATION ACTIVITIES

The syllabus content consists of six teaching units with an estimated length of two weeks for each unit. These units are the backbone of both the classroom activity and workings developed at the same time.

The usual scheme of work of each topic will include the following activities:

- Presentation of topic by the teacher.
- Practical exercises (individual or in groups).
- Presentation and discussion
- Theoretical study staff
- Development of the corresponding stage of the final project.

Tutorships schedule:

- Students will be informed on the first day of class. Also the student can request it by sending an email to the teacher

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Master classes/Lectures 20h Working in cases, and later presentations 25h Final project (in group) 12h Tests 3h	Individual study 25h Individual assignments 20h Groups workings 20h Final project (group) 25h

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

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

To know the techniques of market research which make possible the appropriate decision making concerning all

aspects of company marketing policy.

To be able to effectively use those tools needed for giving presentations.

To be able to put knowledge into practice.

LEARNING RESULTS

Manages the basic terms of marketing and understand the Marketing function in the business context.

Understand the strategic dimension of Marketing and assess the impact of these decisions in the long term.

Analyzes the Marketing environment and identifies the issues affecting the company activity

Is able to propose a research project, carry it out and get useful conclusions.

Prepares and presents a project effectively.

LEARNING APPRAISAL SYSTEM

The assessment system of the course includes three components:

1. Objective evaluation: between 50% and 85% of the final grade.

2. Preparation and submission of papers, case studies and exercises: 15-40% of the final grade.

3. Continuous assessment (individual activities, group participation ...): 5% -15% of the final grade.

To calculate the final grade, the mark of each of the blocks must be at least equal to 4.0.

Students who are granted "Academic Exemption" for not attending to class, must submit all activities to be done during the course and also must attend face mandatory tests as determined by the teacher.

For the Extraordinary Season, the final grade will be the result of averaging the mark of a final exam (50% of grade), and the workings required by the teacher that will be made individually (50%).

To do the average the grade in each of the blocks must be at least equal to 4.0. The maximum grade that can be achieved in the extraordinary season is 7.

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

P. KOTLER and K LANE, Marketing Management, 14 Edition, Prentice Hall, 2011.

Additional

PRINCIPLES OF MARKETING 15e (2013). Philip Kotler, Gary Armstrong. Pearson

Marketing 3.0: From Products to Customers to the Human Spirit.. Kotler P., Kartajaya H., Setiawan I. Wiley. 2010