

Teaching guide

IDENTIFICATION DETAILS

Degree:	Business Administration and Management		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Legal and Business Science		
Course:	SALES AND MARKETING MANAGEMENT I		
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		

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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.

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The specific aims of the subject are:

Design the marketing function along with the company strategy and goals

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. Marketing & BRANDING
 - The need of Marketing in business
 - Customer approach
 - The Marketing plan
2. The Marketing Environment
 - Micro and macro environment
 - Competitive environment
3. The Market Research System
 - The need of information. W's + H's
 - Primary and secondary sources of information
 - Market research techniques
4. Consumer behaviour. NEUROMARKETING
 - Factors influencing consumer behavior
 - Types of buying behavior
 - Phases in the decision process
5. Segmentation and Targeting. TRADITIONAL & BEHAVIORAL SEGMENTATION.
 - Segmentation criteria
 - Selecting the target group

- Strategies for different segments
- 6. Competitive Advantage and Positioning. PUSH/PULL STRATEGY
- 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.

The training activities, as well as the working times distribution, can be modified and adapted according to the different scenarios established by the government, or following the directions of the health authorities.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Master classes/Lectures 20h Case, Research or topics presentations (Team or individual work). 24h Final project (Team group project) 12h Course concept evidence test or trials 4h	Personal work & Non presential activity 25h Individual assignments 20h Team work 20h Final team Project 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

Deals and works with general marketing terms and understands the functioning of the marketing function in the business context

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

Analyzes the marketing environment identifying the aspects that affect the company

Is able to plan a research project, carry it out and draw useful conclusions.

Prepares and presents a project effectively.

LEARNING APPRAISAL SYSTEM

The main (ordinary) assessment system of the course includes three components:

1. Class Continuous assessment (assistance, class participation, etc.): 15% of the final grade.
2. Course work, creating and presenting essays, tasks, workshops, team work, etc.: 35% of final grade.
3. Final &/or middle exam: 50% final grade.

Due to the 2020 pandemic situation, exams will be held in class (in person) if the sanitary condition allows it, but the exam system might be modified in order to comply with health regulations. In case of Isolation (home/online classes) the evaluation system will remain the same.

Students who are granted "Academic Exemption" for not attending to class, must submit every single activity to be done during the course, and also must attend face to face (in person) mandatory exams, determined by the professor.

Students who are holding second or successive registration, or joining an International program (OUT's), may choose for any of both systems, but must send a written confirmation to the professor, at the beginning of the course/semester. The students participating in any international exchange program, repeating course, or granted with an "academic exemption" are responsible for knowing, understanding and accomplishing this regulations.

For the "Extraordinary Exam option", the final grade will be the result of averaging the mark of a final exam (50% of grade), and the essays required by the teacher, that will be made individually (50%). In order to set the continuous assessment and the final grade, the minimum grade for final evaluation must be at least 4 points (out of 10). The maximum grade allowed in the "extraordinary evaluation option", will be 7.0

*All students must respect the "normativa de convivencia de la universidad". Special attention will be given to the infractions of plagiarism or copying during the exams. All actions will be considered as serious (grave) according to point 7 of the mentioned "normativa".

"Plagiarism behaviors, 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."

BIBLIOGRAPHY AND OTHER RESOURCES

Basic

Dirección de Marketing (14 ed.). Kotler y Armstrong, G. 2012 Philip. Pearson Educación (disponible en ebooks)

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

WIKIECONOMICS, Don Tapscott

Marketing Estratégico. Lambin, J.J. Editorial McGraw-Hill.

Marketing, Conceptos y Estrategias. Santesmases Mestre, Miguel. Editorial Pirámide.

Principios de Marketing. Esteban Talaya, Águeda. Editorial ESIC.