

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 II		
Type:	Compulsory	ECTS credits:	6
Year:	3	Code:	7135
Teaching period:	Sixth 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

Marketing & Comercial management II is an extended course of previous Marketing & Commercial Management II held on previous semester. First part had a intensive focus on marketing research, and strategic decision making. But the second part of this course is oriented to develop a practical marketing mix work out of those previous research and decisions.

GOAL

The objective of the course is that, from the fundamental decision of the strategic Marketing, the statement of objective public and positioning, the student dominates the logical speech, - theoretical and practical -, that leads to materialize those strategic foundations in practical decisions of the "mix of Marketing".

The specific aims of the subject are:

Understand the Marketing management role within the company

Encourage the student participation in every course activity, and any collaboration active channel.

Developing Teamwork skills

Understanding and implementing the marketing role, aligned with the goals and strategy of any company.

Working and excelling with marketing concepts and tools in real situations.

PRIOR KNOWLEDGE

Commercial and Marketing Management II requires prior knowledge of the main concepts and tools of research and analysis proposed in Commercial and Marketing Management I. In particular, those concepts that, as mentioned above, constitute the strategic foundation of the decisions of the Marketing mix.

In the event that the student has not passed the previous semester's course, he/she should make an effort to at least improve his/her understanding of the essential concepts mentioned above: target, brand value proposition and positioning, product policy and communication within the sales channels.

Commercial and Marketing Management II requires previous knowledge of the main concepts and tools for research and analysis proposed in Commercial and Marketing Management I. In particular, those concepts that, are the strategic foundation of the decisions of the Marketing mix.

In the event that the student has not passed the subject of the previous semester, he or she must make an effort to at least improve their understanding of the essential concepts mentioned above: target audience, value and positioning proposal, product strategy and mix communication in sales channels.

COURSE SYLLABUS

0.- Review of strategic marketing concepts
Brief summary of the core concepts studied in Sales and Marketing Management I
Introduction to the multiple variables of the Marketing Mix

1.- Basis for Integral Communication

This first topic also serves as a starting point for those who will be taking the optional course of Integral Communication in the Company

The communication in the company as integration of several communication tools ordered to the strengthening of the brand positioning.

1.1. The USP concept.

1.2. The communication policies Push and Pull

2.- Decisions related to the Product and Brand.

2.1. Decisions about the individual product:

- The attributes of the product.

- The brand as a special intangible attribute.
 - Launching new products.
 - Marketing of services.
- 2.2. Decisions on the product portfolio:
- The product portfolio. Opportunities and limitations of portfolio expansion.
 - The interrelationship of products seen through the BCG matrix.
- 3.- Pricing Decisions.
- 3.1. Price as a strategic variable.
- 3.2. Internal and external factors to be considered in pricing.
- 3.3. Classical price construction models.
- 3.4. New trends in dynamic pricing.
- 3.5. Price tactics in consumer markets.
- 4.- Decisions related to the distribution channel.
- 4.1. The distribution channel as a channel of interactive relations with the customer.
- 4.2. The selection of channels according to the critical variables of the product-consumer relationship.
- 4.3. The different distribution models, traditional and modern.
- 4.4. The problem of relations with modern distribution in the consumer market.
- 5.- Marketing results.
- Application of the Marketing Plan & strategy toward company results.

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 the ABP (problem-based learning) methodologies, work, activities that are developed in parallel, and which are detailed below; 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, will be 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.
- Exercise with business simulation tools.
- 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.

INFORMATION ABOUT TUTORIALS:

Tutoring schedules, will be specified on the first day of class and/or the student will send an email to the teacher.

REMARK: "The training activities, as well as the distribution of working times, can be modified and adapted according to the different scenarios established following the indications of the health authorities."

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Team or individual cases or topic presentations. 25h Final team project 12h Course concept evidences (test/essays/exams) 3h Lectures 20h	Personal work & study 25h Personal essays/projects 20h Team Projects 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

Ability to carry out synthetic and analytical thought.

To have developed the necessary skills to ensure problems are solved and goals are reached.

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

To be able to learn autonomously and independently.

To enjoy a creative and entrepreneurial spirit.

Specific skills

To be able to design and manage projects.

To develop criteria for problem-solving and decision-making both professionally and personally.

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

To be totally familiar with the procedures and contents of university work tools: text commentary, analysis, summary and the preparation of a research project.

To be able to put knowledge into practice.

LEARNING RESULTS

Acquires the theoretical knowledge and manages in a coordinated way the tools to manage the marketing mix variables within the organization

Transforms strategic marketing objectives into concrete actions of the Marketing Mix variables.

Makes recommendations based on the analysis of information, applying knowledge, and using the appropriate Marketing tools, always considering their impact on the rest of the organization

Is able to develop a Marketing Plan integrating in a sequential and logical way the knowledge learned throughout the subject.

Introducing and defending the marketing plan effectively to a qualified audience.

Values and understand the ethical implications of the marketing activity

LEARNING APPRAISAL SYSTEM

The course ordinary evaluation system has three main parts:

1. Evaluation of class activity (assistance, participation, etc.): 15% of the final grade.
2. Elaboration and presentation of workshops, essays, business cases and home task: 35% of the final grade.
3. Objective Evaluation (Final & or middle exam) : 50% of the final grade

The exams will be carried out in person as long as the health situation is allowed, and can be modified in order to accomplish with the directions given by health authorities. The evaluation system will be maintained in case of confinement (home isolation & online classes).

Students who have been granted "Academic Exemption" which exempts them from attendance, must submit all the activities that will be carried out during the course, and must also attend the compulsory "in person" exams determined by the professor or course responsible.

For the "Extraordinary Evaluation" system, the final grade will be the result of averaging the grade of a final exam (50% of the grade), and the work previously determined by the professor, that will be done individually (50%). To average the continuous assessment and objective evaluation grades in the "extraordinary evaluation", the objective evaluation final grade must be at least 4.0 (out of 10 points). The maximum grade that can be reached in the Extraordinary Call is 7.

Second and subsequent registration students may opt for any of the above systems, with written (email) prior notice to the professor, at the beginning of the course/semester. UFV students who are on any international exchange program (OUT'S) will be subject to the alternative evaluation system as well (also repeaters and waivers), and it is their responsibility to know about it and accomplishing the regulations on time.

All students will be subject to the University's rules of coexistence, with special attention to infractions for plagiarism and / or copy in exam that will be considered as serious according to Article 7 of that regulation.

"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)

Additional

Distribución Comercial. Estrategias para competir por el consumidor (2009). Rodolfo Vázquez, Juan A. Trespalacios, Eduardo Estrada, y Celina González. Cátedra Ramón Areces de distribución comercial. Univ. de Oviedo.

Por qué compramos. La ciencia del shopping (2006). Paco Underhill. Ed. Gestión 2000.

El libro rojo de la publicidad (2013). Luis Bassat. Ed. RHM