

# 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 students, once defined the Strategic Marketing statement, like the target group definition and positioning, decide and make the right decisions related to the Marketing Mix variables.

The specific aims of the subject are:

Understand the role of the Marketing function within the company.

Get into the habit of actively participating in the classroom activities (physical and virtual).

Ability to work in team.

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

This course requires prior knowledge of key concepts and research tools reviewed in the course of Dirección Comercial y Marketing I. In particular analysis, those concepts which constitute the strategic basis of the decisions of marketing mix .

In the case that the student had not passed the subject the previous semester, he/she must make an effort to at least improve their understanding of the essential concepts mentioned above: target audience, value proposition and positioning.

## COURSE SYLLABUS

0.- Review Strategic Marketing Concepts  
- Summary of the Strategic Marketing concepts (Dirección Comercial y Marketing I)  
- Introduction to the variables of the Marketing Mix

### 1. Communication

- 1.1. The USP concept.
- 1.2. Communication policies Push and Pull.

### 2. Decisions on Product and Branding.

- 2.1. Decisions on individual product:
  - The product attributes (tangible/intangible)
  - Launching of new products.
  - Marketing of services.
- 2.2. Decisions on product portfolio:
  - The product portfolio. Opportunities and limitations of expanding portfolio.
  - The interrelation of products seen through the BCG matrix.

### 3. Pricing decisions.

- 3.1. Pricing as a strategic variable.
- 3.2. internal and external to consider in pricing factors.
- 3.3. Classic models construction prices.
- 3.4. New trends in dynamic pricing.

3.5. Pricing tactics in consumer markets.

4. Decisions on Distribution channels.

4.1. The distribution channel as a channel for interactive relationships with the customer.

4.2. Channel selection.

4.3. The different distribution models.

4.4. Manufacturers and distributors conflicts.

5. Marketing results.

5.1. Marketing Budget and P&L

## EDUCATION ACTIVITIES

The 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.

Timetable of tutorships will be specified in class once the course starts.

## DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours
Master classes 20h Presentations of different topics 25h Final project (in group) 12h Tests 3h	Individual study 25h Individual assignments 20h Working in groups 20h Final project (in 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

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

Transforms the strategic objectives of Marketing into specific actions of the Marketing Mix variables.

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

Is able to develop a Marketing Plan integrating sequentially and logically the knowledge learned throughout the course.

Presents the marketing plan effectively to a qualified audience.

Considers the ethical implications of the Marketing activity.

## LEARNING APPRAISAL SYSTEM

The assessment system of the course includes three components:

1. Objective evaluation: 70% of the final grade.
  2. Preparation and submission of papers, case studies and exercises: 20% of the final grade.
  3. Continuous assessment (individual activities, group participation ...): 10% 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 Session, 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 calculate the final grade, the student must reach at 4 points in the objective evaluation. The maximum grade that can be obtained in the Extraordinary Session is 7.

Students of second and subsequent sessions may choose any of the two previous systems, prior notice to the teacher, at the beginning of the semester. In that case, it is not necessary to request the attendance exemption.

UFV students studying abroad will accept the alternative evaluation system, being their responsibility to know it.

## **BIBLIOGRAPHY AND OTHER RESOURCES**

### **Basic**

MARKETING MANAGEMENT. Kotler P. and Lane K. 14 Ed, Prentice Hall, 2011.

### **Additional**

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

MARKETING CHANNELS (2011). Bert Rosenbloom. South-Western Cengage Learning.

ADVERTISING AND PROMOTION (2003). George E. Belch & Michael A. Belch. McGraw-Hill.

THE PRICE ADVANTAGE (2004). Michael V. Marn, Eric V. Roegner & Craig C. Zawada. John Wiley & Sons.

PRODUCT LIFECYCLE MANAGEMENT (2011). John Stark. Springer.