

# 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:	Spanish/English		
Total number of student study hours:	150		

## SUBJECT DESCRIPTION

In line with the most current business thinking, the Commercial function is considered integrated into the organization's broader Marketing Function, so that commercial activity must be understood as the final function of a market-oriented management approach that, under different expressions depending on sectors and company format, is present in all areas of that organization.

Consequently, the subject of Commercial and Marketing Management I seeks to lay the foundations for Marketing and Sales activity. These fundamentals are none other than a good knowledge of the consumer and the declaration of a value proposition that responds to the current and latent needs of that consumer, and that is ultimately capable of satisfying those needs.

## GOAL

The objective of the course is for the student to master the logical discourse, - theoretical and practical -, which leads to the fundamental decision of Strategic Marketing: the selection of the target audience and the statement of positioning.

The specific aims of the subject are:

Understand the role of the Marketing function within the company.

Design the Marketing function aligned with the company's strategy and objectives.

Work with marketing concepts and tools applicable in real situations.

## PRIOR KNOWLEDGE

They are not required

## 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 sources and secondary sources
  - Research techniques
- 4.- Consumer behavior
  - Factors that influence consumer behavior
  - Types of buying behavior
  - Phases in the decision-making process
- 5.- Segmentation and target audience
  - Segmentation Criteria
  - Selection of the target audience
  - Segment coverage strategies
- 6.- Competitive Advantage and Positioning
  - The need for differentiation
  - Competitive advantage as a source of value for the customer

- Positioning concept
- Positioning from a competitive advantage
- Phases of the positioning process
- USP positioning statement and concept

## **EDUCATION ACTIVITIES**

The content syllabus consists of six teaching units with an estimated development of two weeks per unit. These units constitute the axis of both face-to-face and derivative activities as a result of developing ABP (problem-based learning) methodologies, work, activities that are carried out in parallel, and which are detailed below; and the development of part of the syllabus through FCR (Flipped classroom). Methods that support the Learning By Doing philosophy.

The remaining weeks, up to cover the semester, are dedicated to evaluation tests and project presentations.

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

- Presentation of the topic by the teacher.
- Individual or group resolution application exercises.
- Presentation or debate (in person or on-line)
- Personal theoretical study
- Development of the phase of the group project corresponding to the current topic.

## **INFORMATION ABOUT TUTORING**

Tutoring times will be specified on the first day of class or, the student must send an email to the teacher

## DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
60 Horas	90 Horas

## 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

Manage basic marketing terms and understand the functioning of the marketing function in the business context.

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

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

He is able to propose a research project, carry it out and draw useful conclusions.

Effectively prepare and present a project.

## 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, Gary Armstrong. Marketing principles/12th edition. Madrid: Pearson Education, 2008.

(Philip Kotler, Gary Armstrong. Marketing principles/12th edition. Madrid: Pearson Education, 2008. , ||Philip Kotler... [et al.]. Marketing management/3rd ed. Harlow (England): Pearson, 2016. )