

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Marketing
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Field of Knowledge:	Social and Legal Science
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Faculty/School:	Law, Business and Governance
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Course:	TOTAL QUALITY MANAGEMENT AS A COMPETITIVE ADVANTAGE IN MARKETING
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Type:	Compulsory
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ECTS credits:	6
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Year:	3
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Code:	7636
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Teaching period:	Sixth semester
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Area:	Strategic Marketing
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Module:	Development and practical application of knowledge acquired
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Teaching type:	Classroom-based
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Language:	Spanish
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Total number of student study hours:	150
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## SUBJECT DESCRIPTION

Durante el desarrollo de la asignatura nos adentraremos en la relación de las Normas ISO y los ODS (objetivos de desarrollo de sostenibilidad) así como en las Políticas de marketing y la gestión de la calidad en las planificaciones de Comunicación y Marketing y la reputación de la marca en metodos E.S.G

## 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**

Capacity for analytical, synthetic thought applied to business decision-making.

To be aware of social and environmental issues.

An ability to accomplish goals and solve problems, showing an ability to adapt to and make decisions in all manner of business management situations.

An ability to analyse, seek out and compare all types of information from a range of sources, although essentially linked to companies and markets.

To have a strong commitment to ethics at work.

### **Specific skills**

To be able to lead teams in line with the basic principles of ethics, social responsibility and justice, generating synergies between the motivation of employees, the service provided to society and the improvement of sales.

To see quality as a competitive backbone fostering commercial success in the long term.

### **DISTRIBUTION OF WORK TIME**

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
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60 hours	90 hours
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