

30164 - Commercial Management

Syllabus Information

Academic year: 2023/24

Subject: 30164 - Commercial Management

Faculty / School: 175 - Escuela Universitaria Politécnica de La Almunia

Degree: 425 - Bachelor's Degree in Industrial Organisational Engineering

ECTS: 6.0

Year: 4

Semester: First semester

Subject type: Optional

Module:

1. General information

Objectives:

To introduce the fundamentals of marketing and its applications in organizations.

Analyze marketing activities, identifying its agents and their relationships.

Stimulate the use of the Internet as a means of knowledge and learning, favoring critical thinking and self-reflection.

These objectives are aligned with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda () (<https://www.un.org/sustainabledevelopment/es/>):

Goal 4: Ensure inclusive, equitable and quality education and promote lifelong learning opportunities for all . Specific targets: 4.3, 4.4, 4.7

Goal 12: Ensure Sustainable Consumption and Production Patterns. Specific targets: 12.1

Sense of the subject:

To provide general training in marketing, a basic tool applicable to all fields of specialization in economics and business.

2. Learning results

In order to pass this subject, the students shall demonstrate they has acquired the following results:

1. To be able to prepare a marketing plan for any organization.
2. Design the different policies of the four traditional marketing-mix variables.

3. Syllabus

Block I. Fundamentals of marketing, the market and consumers

Topic 1. Introduction and basic concepts

Topic 2. Market, environment and competition

Topic 3. Consumer market and consumer behavior

Topic 4. Segmentation and positioning

Block II. Marketing-Mix

Topic 5. Product and brand

Topic 6. Price

Topic 7. Distribution

Topic 8. Communication

4. Academic activities

Face-to-face activities:

- Expository classes: Theoretical concepts and practical examples will be explained.
- Practical classes: Exercises and case studies will be carried out.

Non-face-to-face activities:

- Study and assimilation of theoretical and practical contents.

- Preparation and resolution of exercises.
- Preparation and elaboration of scripts and reports based on proposed cases.
- Preparation of written tests for continuous evaluation and final exams.

Tutored autonomous activities:

- Personalized attention for the preparation of cases and practical work.

The Moodle platform will display and raise all issues related to the subject, including due dates of assignments and continuous assessment exams.

5. Assessment system

The Continuous Assessment method is considered to be the most in line with the guidelines of the EHEA framework. If the student does not pass in this way, they will have two additional exams to do so.

Continuous Assessment:

It consists of three elements.

- Exams (50%): two exams with questions on the contents of the subject.
- Work (40%): realization of a marketing plan synthesizing, for the case of a specific company, the contents of the subject.
- Practical cases (10%): resolution of practical cases.

In order to pass the subject by continuous assessment it will be required to pass the exams and the work separately. To be eligible for the continuous assessment it will be necessary to attend at least 80% of the face-to-face activities: classes, practicals, visits, lectures...

Final Global Test:

The student will be able to take, in the way and in the term that the center considers, a Global Assessment in calling, as opposed to the Continuous Assessment. It will consist of a single test with which 100% of the grade will be evaluated. It will include the content of all the syllabus, by means of theoretical and practical questions of the same type and maintaining the same correction criteria as those of the Continuous Assessment.