

30164 - Commercial Management

Información del Plan Docente

Academic Year	2016/17
Academic center	175 - Escuela Universitaria Politécnica de La Almunia
Degree	425 - Bachelor's Degree in Industrial Organisational Engineering
ECTS	6.0
Course	4
Period	First semester
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

The current subject is conceived as a stand-alone combination of contents, yet organized into two fundamental and complementary forms, which are: the theoretical concepts of each teaching unit, the solving of problems or resolution of questions, at the same time supported by other activities such as public presentations.

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5.2.Learning activities

The organization of teaching will be carried out using the following steps:

Theory Classes : Theoretical activities carried out mainly through exposition by the teacher, where the theoretical supports of the subject are displayed, highlighting the fundamental, structuring them in topics and or sections, interrelating them.

Practical Classes : Carried by teacher and students. Practical problems or cases for demonstrative purposes. This type of teaching complements the theory shown in the lectures with practical aspects.

Individual Tutorials : Those carried out giving individual, personalized attention with a teacher from the department. Said tutorials may be in person or online.

The subject has 6 ECTS credits, which represents 150 hours of student work in the subject during the trimester, in other words, 10 hours per week for 15 weeks of class

5.3.Program

- 1.- What is marketing?
- 2.- Marketing planification. Marketing plan.
- 3.- Situation analysis. SWOT.
- 4.- Strategic planning. Marketing strategies.
- 5.- Market research.
- 6.- Objectives.
- 7.- Budgets. Models and application.
- 8.- Product. Portfolio.
- 9.- Price.
- 10.- Place.

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11.- Communication. Promotion.

5.4.Planning and scheduling

The dates of the partial exams, practical works and exercises will be shown in the Moodle platform.

The dates of the final exams will be those that are officially published at <http://www.eupla.es/secretaria/academica/examenes.html>.

To be considered for continuous evaluation it is needed to assist at least at 80 % of present classes.

5.5.Bibliography and recommended resources

- Miranda Oliván, Antonio Tomás. Cómo elaborar un plan de empresa / Antonio Tomás Miranda Oliván Madrid [etc.] : Thomson, [2004]
- Fundamentos de marketing / Miguel Santesmases Mestre...[et al.] Madrid : Pirámide, [2011]
- Kotler, Philip. Fundamentos de marketing / Philip Kotler, Gary Armstrong . - 11ª ed. México : Pearson educación, 2013
- Santesmases Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santesmases Mestre . - 6ª ed. Madrid : Pirámide, 2012