

30164 - Commercial Management

Syllabus Information

Academic Year: 2019/20

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

1.1.Aims of the course

The course has the following objectives:

- To introduce students to the theoretical fundamentals of marketing and its practical applications within the framework of organizations.
- To analyse the different marketing activities, identifying the agents that participate in the commercial activity and examining the existing relations between them.
- To encourage students to use the Internet as a way of knowledge, while encouraging critical thinking and self-reflection on the content of the subject.

1.2.Context and importance of this course in the degree

The course is fourth year (first semester) and optional (organization module), with a teaching load of 6 ECTS.

The course aims to provide students with a general education in marketing that covers practically all aspects of the application of this discipline. Marketing is a basic tool applicable in all fields in economics and business.

1.3.Recommendations to take this course

No prerequisites are required to take this course.

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is based on a strong teacher/student interaction. In order to achieve the learning objectives, there will be different types of activities:

- Lectures: Theoretical and/or practical activities given in a fundamentally expository way by the teacher.
- Practice sessions: Theoretical discussion activities or preferably practical ones carried out in the

classroom and which require a high level of student participation.

- Tutorials (individual or group): Activities to monitor learning and to solve doubts.

4.2.Learning tasks

The course includes the following learning tasks:

- **Lectures:** Theoretical activities carried out mainly through exposition by the teacher, where the theoretical supports of the subject are displayed, highlighting the fundamental, structuring them into topics and or sections, interrelating them.
- **Practice sessions:** 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. 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.

4.3.Syllabus

The course will address the following topics:

Section I. Fundamentals of Marketing, Market and Consumers

1. Introduction and basic concepts
2. Market, environment and competition
3. Consumer market and consumer behavior
4. Segmentation and positioning

Section II. Marketing-mix

5. Product and brand
6. Price
7. Place
8. Promotion

4.4.Course planning and calendar

The weekly schedule of the subject will be published at <http://www.eupla.unizar.es/asuntos-academicos/calendario-y-horarios>

The dates of the global evaluation test (official calls) will be published at <http://www.eupla.unizar.es/asuntos-academicos/examenes>

4.5.Bibliography and recommended resources

http://biblos.unizar.es/br/br_citas.php?codigo=30164&year=2019