

COURSE GUIDE

Commercial Management

Last updated date: 16/06/2021

Approval date:

Comercialización e Investigación de Mercados:

16/06/2021

Economía Financiera y Contabilidad: 16/06/2021

Grado (Bachelor's Degree)	Bachelor's Degree in Building+ Bachelor's Degree in Business Administration and Management	Branch	Social and Legal Sciences
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Module	Estrategias de Marketing	Subject	Dirección Comercial
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Year of study	2º	Semester	2º	ECTS Credits	6	Course type	Compulsory course
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PREREQUISITES AND RECOMMENDATIONS

Students are recommended to show a medium-advanced level of English equivalent to B2, and not less than B1 (according to the Common European Framework of Reference for Languages). They must be successful in Introducción al Marketing

BRIEF DESCRIPTION OF COURSE CONTENT (According to the programme's verification report)

- Market and demand analysis
- Market segmentation and positioning strategies
- Marketing information system and marketing research
- Pricing strategies
- Distribution strategies
- Communication strategies
- Product strategies
- Marketing planning process

SKILLS

GENERAL SKILLS

- CG02 - Habilidad para analizar y buscar información proveniente de fuentes diversas aplicables al ámbito de estudio
- CG07 - Capacidad para tomar decisiones

SUBJECT-SPECIFIC SKILLS

- CE20 - Conocer y desempeñar las funciones que conforman el proceso de



- administración: planificación, dirección, organización y control
- CE23 - Gestionar y administrar una empresa, así como otras organizaciones públicas y privadas y ser capaz de diseñar la estructura organizativa
 - CE24 - Entender y aplicar las principales líneas de pensamiento estratégico actual, el papel de la competencia y la búsqueda de la ventaja competitiva; entender las raíces del éxito y el fracaso empresarial, conociendo a fondo los conceptos y herramientas para la formulación y desarrollo de una estrategia
 - CE25 - Manejar las variables comerciales que permitan alcanzar los objetivos deseados, dominar las técnicas de investigación comercial, entender el comportamiento de los consumidores, y conocer el marketing sectorial.
 - CE26 - Conocer los sistemas de información como apoyo a la dirección y las funciones de los mismos: planificación, análisis, diseño e implantación de los sistemas de información; e interpretar la información derivada de ellos.
 - CE27 - Conocer y evaluar el mercado y el entorno integrado dentro del sistema de información del marketing.
 - CE57 - Ser capaz de diseñar e implantar las estrategias de marketing.

TRANSFERABLE SKILLS

- CT02 - Valorar a partir de los registros relevantes de información la situación y previsible evolución de una empresa y emitir informes sobre situaciones concretas de empresas y mercados o tomar decisiones en base a la información obtenida.
- CT03 - Ser capaz de planificar y controlar la gestión global o de las diversas áreas funcionales de la empresa.

LEARNING OUTCOMES

After taking Introduction to Marketing, students in this subject must study in depth the decision making process regarding products, prices, distribution and communication and carry out marketing planning to achieve efficient management in the company.

More specifically, the student will:

- Understand the commercial research process, useful for compiling all the information that a company needs to formulate the most appropriate marketing strategies in order to achieve the objectives set.
- You will be able to define and make decisions about the product. Identify its attributes and elaborate the most appropriate strategies according to the phase of the product's life cycle.
- Know the factors that determine pricing decisions and design the most appropriate strategies to fix the price of the product.
- Decide on the most suitable distribution channel for their products and the strategies to be applied to achieve the company's objectives.

Design the communication plan using all the instruments with maximum efficiency.

PLANNED LEARNING ACTIVITIES

THEORY SYLLABUS



UNIT 1: THE MARKETING INFORMATION SYSTEM AND MARKETING RESEARCH

- Introduction to market research
- Determining marketing information needs
- Developing marketing information
- Analysing marketing information
- Distribution of marketing information

UNIT 2: PRODUCT DECISIONS

- Basic concepts
- Product and service decisions
- Brand strategy
- Service marketing
- New product development process
- The product life cycle

UNIT 3: PRICING DECISIONS

- The role of price in marketing strategy
- Pricing objectives
- Determinants of pricing decisions
- Pricing methods
- Pricing strategies
- Pricing modification strategies

UNIT 4: DISTRIBUCION DECISIONS

- Commercial distribution and its role in value delivery
- Nature and importance of distribution channels
- Organisation of distribution channels
- Distribution channel design
- Distribution logistics
- Wholesaling and retailing

UNIT 5: COMMUNICATION DECISIONS

- The communication mix
- Integrated marketing communication
- Establishing the communication mix
- Decisions on mass communication
- Digital communication decisions
- Decisions on personal communication

UNIT 6: MARKETING PLANNING PROCESS

- Marketing and strategic planning
- Corporate and divisional strategic planning
- Business unit strategic planning
- Marketing planning
- Marketing management

PRACTICAL SYLLABUS



- Autonomous work activities for each of the topics that make up the programme of the subject.
- Discussion of case studies and readings in which aspects related to the content of the theoretical programme are analysed. This work may be carried out in groups, and if the health-pandemic situation allows it, a marketing simulation programme will be used as a active teaching tool.

RECOMMENDED READING

ESSENTIAL READING

- Kotler, P. & Amstrong, G. (2021). Principles of Marketing. 18th Edition. Pearson, Global Edition.
- Calvo Porral, C. & Stanton, J. (2017). Principles of Marketing. 1st Edition. ESIC, Madrid.

COMPLEMENTARY READING

- Ramachandra, K., Chandrashekar, B., & Shivakumar, S. (2010). Marketing management (Rev. ed.). Himalaya Pub. House.
- Hundekar, S. (2010). Principles of marketing (Rev. ed.). Himalaya Pub. House.

RECOMMENDED LEARNING RESOURCES/TOOLS

<http://www.aimc.es/>

<http://www.infoadex.es/>

<http://www.tns-sofres.com/>

<https://journals.sagepub.com/home/mrj>

TEACHING METHODS

- MD01 Docencia presencial en el aula
- MD02 Estudio individualizado del alumno, búsqueda, consulta y tratamiento de información, resolución de problemas y casos prácticos, y realización de trabajos y exposiciones.
- MD03 Tutorías individuales y/o colectivas y evaluación

ASSESSMENT METHODS (Instruments, criteria and percentages)

ORDINARY EXAMINATION DIET



- The preferred system shall be the continuous assessment system. As far as this system is concerned, the final grades will correspond to a **final exam that will account for in between 60% and 70%** of the course grade, in which the student's theoretical knowledge will be evaluated. The knowledge test will consist of a set of true/false questions and a set of multiple-choice questions. In relation to the true-false questions, students will have to justify those questions that he/she has identified as false and, in the case of the test questions, there will be four answer options, and only one must be marked as correct. In both the questions as well as in the true/false test, incorrect answers will be penalised and unanswered questions will not be counted. A final exam will be held in January and a extraordinary exam in July on the dates officially set in the UGR academic calendar.
- The **practical component** of the course will account for in **between 30% and 40%** of the final grade.
- a) Part of this practical component (around 20-30% of the final grade) corresponds to the case studies the student has carried out during the official academic year. Specifically, the grade will be a compendium of the work that the student has done-submitted during the four-month period, namely participation, class tests, independent work activities and **compulsory attendance** to practical classes. The mark obtained in the continuous assessment of practical work will be saved for the extraordinary exam in July.
- b) The remaining 10% of the grade is reserved for the evaluation of the theoretical part in continuous assessment. For this purpose, some theoretical controls will be carried out during class time. This grade will not be saved for the July exam, thereby the final exam will account for 70% of the total grade.

The grade of those students who do not take the final exam of the subject and who have taken the activities and tests of the the activities and tests of the continuous assessment process as described in the teaching guide for the subject will be will be "absent".

The student's final grade will be the sum of the grade obtained in the theoretical part and the practical part **only** if the student has passed at least 1/3 in each of the parts.

EXTRAORDINARY EXAMINATION DIET

The extraordinary exam in July will consist of a **theoretical exam (70%) and a practical exam (30%)** for those students who do not pass the minimum required in the continuous practical assessment or who wish to obtain a higher mark.

- The knowledge test (70%) will consist of a battery of "true/false" questions, in which the student will have to justify those questions he/she has identified as false, and a list of multiple-choice questions.
- The remaining 30% of the grade corresponds to the evaluation of practical questions, aimed at analysing the level of understanding of the subject, as well as to establish the level of competences acquired.

It will also be necessary in this single assessment that the student obtains at least 1/3 in each part in order to pass the subject. This criterion will be maintained for all ordinary and extraordinary exams.

SINGLE FINAL ASSESSMENT (evaluación única final)

The final single assessment, understood as that which is carried out in a single academic act, may include as many tests as necessary to accredit that the student has acquired all the competences described in the subject's Teaching Guide.



Students who apply for the final single evaluation referred to in Article 8 of the Regulations for the Evaluation and Qualification of Students of the University of Granada (approved by the Governing Council on November 9, 2016) (<http://sl.ugr.es/09FY>), must apply within the first two weeks of the course being taught, or within two weeks of enrolling if enrolling after the course has begun. The student will request it, via Sede Electrónica (<https://www.ugr.es/universidad/sede-electronica>), to the Department Director alleging and accrediting the reasons for not being able to follow the continuous assessment system. However, for exceptional and justified reasons (work reasons, state of health, disability, mobility programs, representation or any other similar circumstance), the final single evaluation may be requested after the above-mentioned deadlines, under the same administrative procedure. The Department Director to which the request was addressed, after contacting the teachers who are in charge of the subject, will make a decision on the request within ten working days. After this period has elapsed without the student having received an express written response, the request shall be deemed to have been granted.

All matters relating to evaluation will be governed by Article 8.2 of the Regulations for the evaluation and grading of students in force at the University of Granada, which can be consulted at: [http://secretariageneral.ugr.es/bougr/pages/bougr112/_doc/examenes/!](http://secretariageneral.ugr.es/bougr/pages/bougr112/_doc/examenes/)

In the case of students who receive approval to be assessed through this system, they must pass a test with the following structure:

- The knowledge test (70%) will consist of a battery of "true/false" questions, in which the student will have to justify those questions he/she has identified as false, and a list of multiple choice questions.
- The remaining 30% of the grade corresponds to the evaluation of practical questions, aimed at analysing the level of understanding of the subject, as well as to establish the level of competences acquired.

It will also be necessary in this single assessment that the student obtains at least 1/3 in each part in order to pass the subject. This criterion will be maintained for all ordinary and extraordinary exams.

ADDITIONAL INFORMATION

The student must take into account that in any work submitted by the student it is strictly forbidden to make a literal copy ("copy and paste") or a literal translation of contents extracted from Internet information sources, or from any other type of source. A literal copy of content and/or without proper citation will result in the cancellation of the entire continuous assessment and failure in the subject. It is highly recommended that students consult other sources beforehand in order to contrast data, deepen their knowledge of concepts, discover new ideas, etc. In the event that it is necessary to comment on these consultations, the student will have to indicate the sources used in the form of a bibliographical reference at the foot of the page following a citation style (e.g. APA citation style), bearing in mind that a personal commentary on the ideas extracted is always required.

The system of qualifications will be expressed by means of a numerical qualification in accordance with the provisions of article 5 of Royal Decree 1125/2003, of 5 September, which establishes the European system of credits and the system of qualifications for official university qualifications valid in Spain.





Everything related to evaluation will be governed by the Regulations for the evaluation and qualification of students in force at the University of Granada, which can be consulted at: <http://sl.ugr.es/09FY>

The lecturers will make the general communications to the group that they consider appropriate through the PRADO platform of the University of Granada (<https://prado.ugr.es>), so it is recommended that the student consults this platform regularly.

In the event that there are incidents with PRADO or some connectivity problem at the time of the exam, alternative telematic systems will be chosen, such as oral exam by videoconference, with recording of the test.

