

## Commercial Management

Academic Year: ( 2017 / 2018 )

Review date: 04-05-2017

Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVÍÑO FERNANDEZ, JULIO

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Students must attend the parallel classes within the Master's Programme in Human Resources Management.

## OBJECTIVES

After successful completion of the course, the student should be able to:

- Understand the essential foundations of marketing;
- Deal with the resolution of the main issues related to the design, implementation and control of marketing strategy.

## DESCRIPTION OF CONTENTS: PROGRAMME

- Topic 1. The Marketing process: strategic vs tactical marketing
- Topic 2: Relationship marketing and the Key Account Management
- Topic 3: The marketing environment. External and internal analysis.
- Topic 4. The market research process within marketing
- Topic 5. Consumer Behaviour
- Topic 6. Market Segmentation: Consumer products and industrial products
- Topic 7. Positioning strategies and policies
- Topic 8. Marketing Mix: Product decisions
- Topic 9. Brand strategy and policies: The branding decisions
- Topic 10. Distribution channel decisions
- Topic 11. Price policies.
- Topic 12. Commercial communication and marketing promotions
- Topic 13. The Marketing Plan and Marketing Audit

## LEARNING ACTIVITIES AND METHODOLOGY

The course will be based on some theoretical lectures, the analysis of real business cases, reading of articles and other bibliography recommended by the professor and the discussion and sharing of ideas. Each student is expected to be prepared for each class session, implying that assigned readings, exercises and case studies will have to be completed as required. Students are also expected to be committed and loyal contributors to team work.

## ASSESSMENT SYSTEM

## ORDINARY CALL

Final exam: 60%

Continuous evaluation (exercises, cases, and projects): 40%

## EXTRAORDINARY CALL

Alternative 1.

Final exam: 60%

Continuous evaluation (exercises, cases, and projects): 40%

Alternative 2.

Final exam: 100%

Students can choose the alternative that benefits them the most.

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

#### BASIC BIBLIOGRAPHY

- Jean-Jacques Lambin, Ruben Chumpitaz and Isabelle Schuiling Market-Driven Management, Macmillan, 2007

#### ADDITIONAL BIBLIOGRAPHY

- Kotler, Philip/Keller, Kevin Lane Marketing Management, Upper Saddle River, NJ: Prentice-Hall, 2009
- William R. Dillon, Thomas J. Madden, Neil H. Firtle Marketing research in a marketing environment, Irwin, 1993