Marketing and Operations Management

Department assigned to the subject: Department of Business Administration
Coordinating teacher: ZARRAGA OBERTY, CELIA MARIA
Type: Compulsory  ECTS Credits : 3.0
Year : 1 Semester : 1

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.
Basic, generic and specific competencies that students must achieve in this module
- Basic competencies: CB6, CB7, CB8, CB9 and CB10
- Specific competencies: CE6, CE11, CE13

COMMERCIAL AND PRODUCTION MANAGEMENT
Knowledge
- Know the process of generation of preferences in the consumer.
- Explain the assumptions underlying the marketing process and how they can affect the attainment of business objectives.
- Discuss the impact and relevance of marketing for decision taking.
- Explain the concepts of segmentation and product positioning.
- Identify and assess different sources of information for marketing.
- Understand the relationships among the different elements of marketing mix.
- Study the role of brands in marketing; difference between brand and product.
- Identify the elements that make up the brand and the processes that favor it.
- Understand the professional tools for communication.
- Study the process of new product creation.
- Understand the dimensions on market research.
- Understand the programs for launching new products.
- Understand the functions developed by commercial intermediaries and distribution channels.
- Identify and understand the objectives and strategies of operations management.
- Know and understand the main lines of research in Operations management.
- Know and understand the main techniques applied in Operations management.
- Apply knowledge and techniques acquired for the resolution of problems related to productive and logistic environments.

Abilities
- Ability to identify and extract conclusions on several sources of information.
- Ability to describe and discuss different aspects on marketing theory.
- Solve practical problems of marketing throughout the identification and presentation of adequate data.
- Show creative thinking when solving marketing problems.
- Ability to manage a process of solving problems of market research.
- Identify alternative solutions to marketing problems.
- Ability to take optimal decisions on localization and capacity.
- Ability to discuss main models of quality.
- Ability to apply tools for the management of design and development processes of goods and services.
- Ability to plan the required resources for the generation of goods and services.

DESCRIPTION OF CONTENTS: PROGRAMME
Marketing and Production management
- Introduction to marketing and production management
- Business strategy: application to marketing and production
- The principles of marketing
- The concepts of strategic and operational marketing.
- Information systems in marketing: market research, tools and methodologies
- Consumer behaviour: definition and understanding of markets, factors that influence customers’ purchasing behaviour; the purchase decision; industrial and individual customers.
Market segmentation: variables and methodologies
Positioning of product or services; how to enter in customer’s mind.
Operational marketing. Marketing mix variables:
Product: variables that identify a product. Product lines, Product life cycle and other key tools to manage the product/service.
Price setting: main options and their implications.
Promotion: different professional promotional tools; how to use them, how to combine them to get the maximum success.
Place: distribution channels, the importance, the options, the management of the channel.
Introduction to Production and Operations management (POM). Strategical and tactical decisions in POM.
Logistic and productive models
Key concepts and factors in POM: JIT, TQM, Lean production, Supply chain
Human resources in Production

LEARNING ACTIVITIES AND METHODOLOGY
Teaching activities of the module with indication of their content in credits ECTS-hours and % of face-to-face classes

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Teaching methodologies

MD1, MD2, MD3, MD4, MD5, MD6, MD7, MD8.

ASSESSMENT SYSTEM
Evaluation system and grading
Continuous assessment (exercises, practical cases): 40%. Final exam (resolution of practical cases): 60%.

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EXTRAORDINARY CALL: Final Exam (100%)

% end-of-term-examination: 60
% of continuous assessment (assigments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY