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 y 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 of 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.
- 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 customer’s purchasing behaviour; the purchase decision; industrial and individual customers.
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

\[ \text{MD1, MD2, MD3, MD4, MD5, MD6, MD7, MD8.}\]

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 (assignments, laboratory, practicals...): 40

BASIC BIBLIOGRAPHY