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
- Generic competencies: CG1, CG2, CG3, CG4, CG5, and CG6.
- Specific competencies: CE6, CE11, and 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 of 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 consumer's purchasing behaviour; the purchase decision; industrial and individual customers.
o Market segmentation: variables and methodologies
o Positioning of product or services; how to enter in customer’s mind.
- Operational marketing. Marketing mix variables:
  o Product: variables that identify a product. Product lines, Product life cycle and other key tools to manage the product/service.
  o Price setting: main options and their implications.
  o Promotion: different professional promotional tools; how to use them, how to combine them to get the maximum success.
  o 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.
  o Logistic and productive models
  o Key concepts and factors in POM: JIT, TQM, Lean production, Supply chain
  o 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

<table>
<thead>
<tr>
<th>Activity code</th>
<th>Nº Total hours</th>
<th>Nº Face-to-face classes</th>
<th>% Face-to-face classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF1</td>
<td>21</td>
<td>21</td>
<td>100</td>
</tr>
<tr>
<td>AF2</td>
<td>8</td>
<td>8</td>
<td>100</td>
</tr>
<tr>
<td>AF3</td>
<td>32</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>AF4</td>
<td>28</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>AF5</td>
<td>8</td>
<td>8</td>
<td>100</td>
</tr>
<tr>
<td>AF6</td>
<td>5</td>
<td>5</td>
<td>100</td>
</tr>
<tr>
<td>AF7</td>
<td>29</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>AF8</td>
<td>19</td>
<td>19</td>
<td>100</td>
</tr>
<tr>
<td>TOTAL MODULE</td>
<td>150</td>
<td>61</td>
<td></td>
</tr>
</tbody>
</table>

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%.

<table>
<thead>
<tr>
<th>Evaluation system</th>
<th>Minimum weight(%)</th>
<th>Maximum weight(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>SE1</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>SE2</td>
<td>20</td>
<td>30</td>
</tr>
<tr>
<td>SE3</td>
<td>40</td>
<td>60</td>
</tr>
</tbody>
</table>

EXTRAORDINARY CALL: Final Exam (100%)

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

BASIC BIBLIOGRAPHY