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 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.
- 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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</table>

EXTRAORDINARY CALL: Final Exam (100%)

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

BASIC BIBLIOGRAPHY
- Heizer & Render Production and Operations Management, Prentice Hall, 1996