

Academic Year: ( 2021 / 2022 )

Review date: 17/05/2021 10:15:47

Department assigned to the subject: Business Administration Department

Coordinating teacher: ZARRAGA OBERTY, CELIA MARIA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

## OBJECTIVES

Basic, generic and specific competencies that students must achieve in this module

- Basic competencies: CB6, CB7, CB8, CB9 y CB10
- Generic competencies: CG1, CG2, CG3, CG4, CG5, CG6.
- 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.
- 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

- o Introduction to marketing and production management
- o Business strategy: application to marketing and production
- o The principles of marketing
- o The concepts of strategic and operational marketing.
- o Information systems in marketing: market research, tools and methodologies
- o Consumer behaviour: definition and understanding of markets, factors that influence customer'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.
- o 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.
- o Introduction to Production and Operations management (POM). Strategic 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

Activity code	Nº Total hours	Nº Face-to-face classes	% Face-to-face classes
AF1	21	21	100
AF2	8	8	100
AF3	32	0	0
AF4	28	0	0
AF5	8	8	100
AF6	5	5	100
AF7	29	0	0
AF8	19	19	100
TOTAL MODULE	150	61	

Teaching methodologies

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

## ASSESSMENT SYSTEM

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

Evaluation system and grading

Continuous assessment (exercises, practical cases): 40%. Final exam (resolution of practical cases): 60%.

Evaluation system	Minimum weight(%)	Maximum weight(%)
SE1	20	30
SE2	20	30
SE3	40	60

EXTRAORDINARY CALL: Final Exam (100%)

## BASIC BIBLIOGRAPHY

- Jai Heizer & Barry Render Production and Operations Management, Prentice Hall, 1996
- Kotler, Philip Marketing Management, Pearson Education, 2016