Creating and Ccommunicating Value

Academic Year: (2021 / 2022) **Review date: 09-06-2021**

Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Electives ECTS Credits : 2.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing management for strategic advantage

OBJECTIVES

Especifically, students will be able to:

1. Identify and describe key factors for success when communicating a value proposition to the clients
2. Get a practical knowledge of best practices when selling an idea by experimenting real situations in class (role-plays, group presentations, experiments, etc.)
3. Link the general knowledge of management obtained in the program with some practical tips to communicate and influence in decisions of the different stakeholders of a company

In general:

1. BUSINESS KNOWLEDGE AND SKILLS
1.1. Students should gain a thorough understanding of the problems relevant to the different functional areas.
Students should have a complete understanding of the most important Finance, Accounting, Management, Marketing and Operations problems. They should understand the most relevant aspects of the problems as well as the potential solutions to them. Regular course work is designed to meet this objective.
1.2. Students should be able to diagnose potentially complex real-world problems.
For this purpose, they should be able to gather and analyze the relevant data. Regular course work, electives, case studies and the Business plan are designed to meet this objective.
1.3. Students should be able to relate theory and practice.
Students should be prepared to tailor general concepts and solutions to specific organizational settings.
Case studies, simulation games and the Business Plan are designed to meet this objective.
1.4. Students should be able to understand the role of ethics and sustainability in business decision making
Students should have a complete understanding of the causes and consequences of ethical behavior and sustainability issues. Students should be able to provide potential solutions to them. Regular course work, electives, case studies and the Business plan are designed to meet this objective.
1.5 Students should be able to understand the role of digitalization in business decision making
Students should have a full understanding of how digitalization affects the business world. They should be able to understand the problems and create potential solutions to them. Regular course work, electives, case studies and the Business plan are designed to meet this objective.

2. ORGANIZATION TEAM AND PERSONAL SKILLS
2.1. Students should be able to explain their diagnosis and the solutions they propose in a clear and convincing way.
(a) Students should be able to effectively communicate verbally in both English and Spanish languages with different types of people, particularly senior managers, teammates, subordinates, clients and suppliers. The team work that is being carried out throughout the year, electives and the Business Plan are designed to meet this objective.
(b) Students should be able to effectively communicate in writing ideas and arguments in both English and Spanish languages with different types of people, particularly senior managers, teammates, subordinates, clients and suppliers. Case studies, projects and the Business Plan are designed to meet this objective.
2.2. Students should be able to work effectively in teams and to demonstrate their capacity in

managing diversity
(a) Students should demonstrate their capacity to listen, manage and influence others and facilitate their development.
(b) Students should demonstrate their capacity to perceive commonalities and differences in other's values, styles and perspectives. To this purpose they will intensively work in teams throughout the program.
2.3. Students should be able to demonstrate their capacity to lead others and their own professional life
(a) Each graduate will use team building and high performance management behaviors to lead a team task that results in effective team performance
(b) Students should be able to assess their own strengths and weaknesses and manage risk in the design of their professional careers

DESCRIPTION OF CONTENTS: PROGRAMME

The course explains the main concepts of brand equity and brand personality and, after introducing these branding concepts, explores the key concepts to communicate value to the clients in the selling process and negotiation: principles of influence, prospect analysis, effective meetings, sales funnel (differences between physical and online channels), closing techniques and objections and finally, increasing customer loyalty.

Specific topics covered in this course include:

- Brand equity and Brand personality
- Bounded rationality and Principles of Influence
- The sales funnel: Prospect analysis and planning
- Presentation and negotiation with the client
- Increasing customer loyalty

The course has a very practical approach giving the student specific and useful tools to communicate the company unique value proposition in group presentations and offline and online one to one conversation.

LEARNING ACTIVITIES AND METHODOLOGY

The course includes individual work, class discussions, teamwork and a final exam. The classes have a theoretical and practical format.
Individual analysis will be based on case studies and class participation; teamwork will include decision-making processes to solve cases, class presentations and role-playing.
The final exam will be based on readings, lectures and proposed case assignments.
Tutorials are provided as needed.

ASSESSMENT SYSTEM

Evaluation is based on individual performance and class discussions, team work and a final examination.
Individual analyses will be based on specific case studies and participation in class; team work will include decision making processes in solving cases, class presentations and role-plays.
The final examination will be based on assigned readings, lectures, and case assignments.

Weights of course activities in deciding final grades are:

Individual assignments	20%	
Group work, presentations		50%
Final examination		30%

% end-of-term-examination:	30
% of continuous assessment (assigments, laboratory, practicals…):	70

BASIC BIBLIOGRAPHY

- Aaker, D. Aaker on branding: 20 principles that drive success, Morgan James Publishing, 2014

- Cialdini, R. B. Influence, Port Harcourt: A. Michel, 1987

- Keller, K. L., Apéria, T., & Georgson, M. Strategic brand management: A European perspective, Pearson Education, 2008

ADDITIONAL BIBLIOGRAPHY

- Ariely, D. Predictably irrational, Harper Audio, 2008
- Pink, D. H. To sell is human: The surprising truth about moving others, Penguin, 2013
- Simon, H. A. Models of bounded rationality: Empirically grounded economic reason, MIT press., 1997