

Commercial Management I (20685)

Study program: Bachelor's degree in Business Management and Administration

Term: First

Number of ECTS credits: 5

Number of student dedicated hours: 125 hours

Language: Spanish

Lecturer: Lourdes Pérez

Introduction

This subject provides students with an overview of marketing and commercial management. Given the diversity of topics to be covered, Commercial Management I constitutes a first step, a general perspective that can subsequently be studied in more depth by taking the subject Commercial Management II and the series of elective courses in this knowledge area. From a conceptual point of view, the objective is to identify the value creation process for the customer, although it does not only include creation, but also the delivery and sustainability of this value in the long-term.

Commercial Management I consists of 20 theory sessions and 6 seminars using a more practical approach.

Competences

General competences:

Instrumental:

- (1) Analysis and synthesis
- (2) Basic general knowledge
- (3) Decision-making

Interpersonal:

- (4) Critical thinking
- (5) Teamwork
- (6) Effective communication

Systematic:

- (7) Ability to apply know-how to the business practice
- (8) Flexibility. Ability to adapt to new situations
- (9) Ability to generate new ideas and approaches. Creativity

Specific competences:

- (1) Ability for organization and planning
- (2) Information management skills. Seeking and analyzing information from different sources
- (3) Initiative. Entrepreneurship spirit

Theory session and seminar plan

Session/Date	Topic	Seminar
Sessions 1,2 26, 27 Sept.	<ul style="list-style-type: none">• The definition and process of Marketing• The Marketing Plan• Internal business analysis• Analysis of the environment	
Sessions 3,4 3, 4 Oct.	<ul style="list-style-type: none">• Market analysis• Consumer behaviour• The purchase process	101,102,103,201,202,203 Case 1
Sessions 5,6 10,11 Oct.	<ul style="list-style-type: none">• Segmentation• Industrial markets. B2B	
Sessions 7,8 17,18 Oct.	<ul style="list-style-type: none">• Developing objectives for the Marketing Plan• Product concept• Target customer• Positioning	101,102,103,201,202,203 Case 2
Session 9,10 24,25 Oct.	<ul style="list-style-type: none">• Marketing Mix decisions• Speaker	101,102,103,201,202,203 Case 3
Session 11 31 Oct...date subject to confirmation	<ul style="list-style-type: none">• Product policy• Brand basics• Launching new products• Marketing in Service companies	
Sessions 12,13 7,8 Nov.	<ul style="list-style-type: none">• Distribution and Retail• Push-Pull strategies• Distribution value chain• Sales force decisions	101,102,103,201,202,203 Case 4

Sessions 14,15 14, 15 Nov.	<ul style="list-style-type: none"> • Pricing policy • Communication Policy and the digital paradigm 	101,102,103,201,202,203 Case 5
Sessions 16,17 21,22 Nov.	<ul style="list-style-type: none"> • Marketing research and Information management • Speaker 	101,102,103,201,202,203 Case 6
Sessions 18,19 28,29 Nov.	<ul style="list-style-type: none"> • Customer Relationship Management (CRM) 	
Session 20 30 Nov	<ul style="list-style-type: none"> • Digital marketing • Speaker 	

Bibliography

Kotler, Philip y Armstrong, G. 2004, "Marketing Principles". Prentice Hall.

Kotler, Philip and Lane K. Kevin, 2012, "Marketing Management". Pearson.

Kotler, P., Camara, D., Grande I., Cruz I, "Marketing Management". Prentice Hall

Additional Bibliography

Baker, Michael and Hart, Susan. 2007, "The Marketing Book". Sixth Edition.

Kuman, N. 2004, "Marketing as Strategy". HBS Press

Payne A. 2005, "Handbook of CRM: Achieving Excellence through Customer Management". Elsevier.

Ries, A. and Trout J. 1997, "Positioning". McGraw-Hill.

Methodology

It is important to regularly check the 'Aula Global' where students will find case studies, assignment sheets and details of complementary reading material.

The theory sessions will provide an opportunity for students to familiarize with the various sectors: consumer, industry and services. These sessions will feature the participation of expert speakers from the world of business. There may be some changes in the dates of sessions due to speakers' diary commitments.

Cases will be used in the practical seminars. They are a useful tool for discovering the real world of business, and for applying the concepts learned in theory sessions and decision-making.

Finding the right approach to handle a case can be difficult because there is no “one size fits all” way of preparing a case. Some of the following suggestions may be useful for reducing the preparation time: it is generally useful to glance through a case study a few days beforehand, and read the first and last paragraphs and the titles of the various sections in order to get a general idea of the type of problem and the information available. This makes it easier to use the time spent on preparation constructively, and makes it possible to identify key points quickly and summarize them in a manageable way. When writing a summary, writing an outline to classify the information is very useful.

It is very difficult to prepare a case well in less than two hours. After finishing, it is wise to write down a detailed action plan for the case as concisely as possible to assess the quality of the work done. Reading this will lead to further questions and check the quality of the assumptions made. Group discussions are useful for completing the preparation.

Assessment

Final exam: 60%

Participation in class and particularly in discussion case studies, including frequency and quality: 20%

Presentations: 20%

The final exam must be passed to pass the subject. The same criteria apply in December as well as in September.