

Academic Year/course: 2021/22

## 30164 - Commercial Management

### Syllabus Information

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**Academic Year:** 2021/22

**Subject:** 30164 - Commercial Management

**Faculty / School:** 175 - Escuela Universitaria Politécnica de La Almunia

**Degree:** 425 - Bachelor's Degree in Industrial Organisational Engineering

**ECTS:** 6.0

**Year:** 4

**Semester:** First semester

**Subject Type:** Optional

**Module:**

## 1. General information

### 1.1. Aims of the course

The course has the following objectives:

- To introduce students to the theoretical fundamentals of marketing and its practical applications within the framework of organizations.
- To analyse the different marketing activities, identifying the agents that participate in the commercial activity and examining the existing relations between them.
- To encourage students to use the Internet as a way of knowledge, while encouraging critical thinking and self-reflection on the content of the subject.

These approaches and objectives are in line with the following Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/>), in such a way that the acquisition of the course learning outcomes provides training and competence to contribute to their achievement to some degree:

#### **Goal 4: Quality Education**

**4.3** By 2030, ensure equal access for all women and men to affordable and quality technical, vocational and tertiary education, including university

**4.4** By 2030, substantially increase the number of youth and adults who have relevant skills, including technical and vocational skills, for employment, decent jobs and entrepreneurship

**4.7** By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and appreciation of cultural diversity and of culture's contribution to sustainable development

#### **Goal 12: Ensure sustainable consumption and production patterns**

**12.1** Implement the 10-year framework of programmes on sustainable consumption and production, all countries taking action, with developed countries taking the lead, taking into account the development and capabilities of developing countries

### 1.2. Context and importance of this course in the degree

The course is fourth year (first semester) and optional (organization module), with a teaching load of 6 ECTS. The course aims to provide students with a general education in marketing that covers practically all aspects of the application of this discipline. Marketing is a basic tool applicable in all fields in economics and business.

### 1.3. Recommendations to take this course

No prerequisites are required to take this course.

## 2. Learning goals

### 2.1. Competences

1. Issue advisory reports on specific company and market situations.
2. Know the most common strategic analysis tools in the analysis of the company and its environment.

### 2.2. Learning goals

1. Be able to develop a marketing plan for any organization.
2. Design the different policies of the four traditional variables of marketing-mix.

### 2.3. Importance of learning goals

Businesses aim to satisfy customer needs. Knowing these needs, understanding how the customer behaves and how we can satisfy them (through marketing-mix strategies) is fundamental to achieve this objective.

## 3. Assessment (1st and 2nd call)

### 3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The student must demonstrate that he/she has achieved the expected learning outcomes through the following assessment task.

Following the spirit of Bologna, regarding the degree of involvement and continuous work of the student throughout the course, the assessment of the subject considers the continuous assessment system as the most appropriate to be in line with the guidelines set by the new framework from the EHEA.

The assessment will be carried out according to:

- Direct observation of the student in order to know his/her attitude towards the subject and the work it requires (attention in class, completion of assigned task, resolution of questions and problems, active participation in the classroom, etc.)
- Checking his/her progress in the conceptual field (questions and comments in class, test, etc.).
- Periodic oral and/or written tests to assess the degree of knowledge acquired, as well as the qualities of expression that, at this educational level, should be manifested with ample correction.

Once all the activities of the Continuous Assessment have been graded, the teacher will notify each student whether or not they have passed the subject, based on the sum of the scores obtained in the different activities carried out throughout the semester. If the student does not pass in this way, he/she will have two additional opportunities to do so.

#### **Continuous Assessment System:**

It will be based on the application of the principles indicated above. More specifically, there are three main elements of continuous assessment:

- Exams (50%): two exams for solving questions related to the contents seen in the subject.
- Compulsory report (individual or in group) (40%): design and oral presentation of a marketing plan for a specific company, using the contents seen in the subject.
- Practical cases (10%): throughout the course the teacher will propose the resolution of practical cases, evaluating their resolution by the student.

In order to pass the course through continuous assessment system, it will be necessary to pass both, the exams and the compulsory report separately.

In order to opt for the continuous assessment system, it will be necessary to attend at least 80% of the classroom activities: lecture/theory session, practice session, field work, conferences...

#### **Global Assessment System:**

The student can choose the possibility of being assessed through a Global Assessment System, as opposed to

the Continuous Assessment System mentioned above, in the manner and within the period considered by the centre.

The Global Assessment System will consist of a single global exam with which 100% of the student's grade will be assessed. This final exam will collect the content of all the subject treated throughout the course, through theoretical and practical questions of the same typology and maintaining the same criteria for its correction as those indicated for the Continuous Assessment System.

For the dates of the aforementioned final exam, I refer to the EUPLA website, <http://www.eupla.unizar.es>

## 4. Methodology, learning tasks, syllabus and resources

### 4.1. Methodological overview

The methodology followed in this course is based on a strong teacher/student interaction. In order to achieve the learning objectives, there will be different types of activities:

- Lectures: Theoretical and/or practical activities given in a fundamentally expository way by the teacher.
- Practice sessions: Theoretical discussion activities or preferably practical ones carried out in the classroom and which require a high level of student participation.
- Tutorials (individual or group): Activities to monitor learning and to solve doubts.

The approach, methodology and assessment in this teaching guide are intended to be the same in any teaching setting. They will be adapted to the specific socio-sanitary conditions, as well as to the regulations from the competent authority.

### 4.2. Learning tasks

The course includes the following learning tasks:

- **Lectures:** Theoretical activities carried out mainly through exposition by the teacher, where the theoretical supports of the subject are displayed, highlighting the fundamental, structuring them into topics and or sections, interrelating them.
- **Practice sessions:** Carried by teacher and students. Practical problems or cases for demonstrative purposes. This type of teaching complements the theory shown in the lectures with practical aspects.
- **Individual Tutorials:** Those carried out giving individual, personalized attention with a teacher from the department. Tutorials may be in person or online.

The subject has 6 ECTS credits, which represents 150 hours of student work in the subject during the trimester, in other words, 10 hours per week for 15 weeks of class.

### 4.3. Syllabus

The course will address the following topics:

#### **Section I. Fundamentals of Marketing, Market and Consumers**

1. Introduction and basic concepts
2. Market, environment and competition
3. Consumer market and consumer behavior
4. Segmentation and positioning

#### **Section II. Marketing-mix**

5. Product and brand
6. Price
7. Place
8. Promotion

### 4.4. Course planning and calendar

During the course there will be the Learning tasks that have been mentioned above. The dates of these as well as of the exams, compulsory report (individual or in group), active participation, will be proposed in class and will be indicated on the MOODLE platform.

The weekly schedule of the subject will be published at <http://www.eupla.unizar.es/asuntos-academicos/calendario-y-horarios>

The dates of the global assessment (official calls) will be published at <http://www.eupla.unizar.es/asuntos-academicos/examenes>

#### **4.5. Bibliography and recommended resources**

<http://psfunizar10.unizar.es/br13/egAsignaturas.php?codigo=30164>