



# Course Description 2016/2017

## Commercial Management and Marketing

Master in Business Administration (MBA)

Official Title

On-Campus Learning



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# Commercial Management and Marketing

Module: **Common Module**

Subject: **Accounting and Finances**

Type: **Compulsory**

ECTS Credits: **5**

Semester: **First**

Teacher-in-charge: **María Concepción Parra Meroño & Pilar Flores Asenjo.**

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Office hours (students): **Thursday, de 11 a 12 h**

Module coordinator: **María Concepción Parra Meroño & Pilar Flores Asenjo.**

## Brief Description

The matter of commercial management and marketing introduces students to the fundamental concepts of marketing, with special attention to the market and the environment from a modern concept of customer orientation. Later, there will be approached the diverse strategies of segmentation and positioning. There were also approached questions related to theory on the consumer behavior.

## Prerequisites

None specified.

## Goals

1. Knowledge of the sales department working dynamics.
2. Understanding the basics of marketing.
3. Analysing differentiation and positioning strategies.
4. Knowledge of business planning.
5. Applying marketing approaches to the study of the consumer's behaviour.

## Skills and learning results

### Transversal skills

T1: Ability to analyse and synthesise.

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T8: Critical thinking.

MCER5: Understanding the main points from clear texts written in standard language if they deal with familiar issues, whether from working, studying or relaxing situations.

MCER7: Producing simple and coherent texts dealing with familiar topics or bringing about a personal interest.

MCER8: Being able to describe experiences, events, wishes and aspirations as well as briefly justifying your opinions or to explain your plans.

### Specific skills

E4: Being able to apply acquired knowledge into business reality.

E5: Understanding the organisations' marketing culture and the consumer's behaviour as well as marketing planning designing.

E6: Knowing the specific procedures to understand and use Marketing Mix elements.

### Learning results

LR: Understanding, thinking and synthesising contents of the socio-economic and legal framework.

LR: Expressing opinions in a critical manner and in various situations.

LR: Analysing and synthesising the key questions of a text related to everyday life or the field of study.

LR: Writing about personal and professional issues.

LR: Being able to communicate, both orally and written, situations that include reflected opinions, affective dimension and purposes.

LR: Being able to carry out a SWOT analysis.

LR: Suggesting commercial strategies, based on the internal and external analysis of a company.

LR: Knowing and applying the company's guidelines within the market.

LR: Analysing the consumer's purchase decision process.

LR: Identify the commercial function of companies.

LR: Understanding the use of different marketing strategies.

LR: Being able to use Marketing Mix elements in the design of marketing action plans.

## Methodology

Methodology	Hours	In-class Studying hours	Off-class Studying hours
In-class course	20	35 hours (28%)	
Tutoring	8		
In-class evaluation	7		
Personal study	40	90 hours (72%)	
Recommended reading and information search	9		
Problem solving, case studying and project assignment	27		
Debate and lecture preparation	14		
<b>TOTAL</b>	<b>125</b>	<b>35</b>	<b>90</b>

## Syllabus

1. Marketing Basics
2. Identification and positioning
3. Consumer's behaviour
4. Sales Management strategies
5. Business planning

## Relation to other subjects

This subject corresponds to the core courses of the syllabus, given the fact that Sales Management is one of the functional areas of a company. It essentially also corresponds to the optional Marketing Strategies course.

## Evaluation system

February/June exams:

Continuous evaluation will include all the activities carried out by the student as well as their participation in the tutoring mechanisms, and will be made up of:

### 1. Handing over of a final course project(s) (80%):

- **Development:** At the end of the term, the student shall deliver a project(s) carried out individually or in group according to the guidelines defined by the course teacher.

### 2. Student participation in tutoring mechanisms (20%):

- **Development:** The student's participation in forums, chats, and video conferences, development learning activities and scheduled tutoring of assigned subjects will be taken into consideration.

September exams:

Same evaluation as the previous exam period.

## References

- Parra Meroño, M.C. y Beltrán Bueno, M.A.(2011). Marketing y Dirección Comercial. UCAM, Murcia.
- Parra Meroño, M.C. y Beltrán Bueno, M.A. (2013). Comportamiento del Consumidor. UCAM, Murcia.
- Barquero, J.D., Marketing de los clientes, McGraw-Hill, Madrid 2007.
- Cutropía Fernández, C., (2005). Plan de marketing paso a paso, Esic, Madrid.
- De Juan Vigaray, M. D., (2004). Comercialización y retailing, Pearson-Prentice Hall, Madrid.
- Ferrell, O. C. y Hartline, M. D., (2006). Estrategia de marketing, Thomson-Paraninfo, Madrid.
- Kotler, P. y Lane, K. (2006). Dirección de marketing., Pearson-Prentice Hall, Madrid.
- Munuera Alemán, J. L. (2010). Casos de éxito de las empresas murcianas., Esic, Madrid.
- Munuera Alemán, J. L. y Rodríguez, A. I. (2012). Estrategias de marketing: un enfoque basado en el proceso de dirección.Esic, Madrid.
- Ruiz De Maya, S., Grande Esteban, I., (2006). Comportamientos de compra del consumidor, 29 casos reales, Esic, Madrid.
- Sainz de Vicuña Ancín, J.M.(2007). El plan de marketing en la práctica, Esic, Madrid.
- Santesmases Mestre, M., (2012). Marketing, conceptos y estrategias, Pirámide, Madrid.

## Related Webs

[www.marketingdirecto.com](http://www.marketingdirecto.com)

[www.fecemd.org](http://www.fecemd.org)

[www.dircom.org](http://www.dircom.org)

[www.aui.es](http://www.aui.es)

[www.acrwebsite.org](http://www.acrwebsite.org)

[www.ama.org](http://www.ama.org)

[www.afe.es](http://www.afe.es)

[www.aimc.es](http://www.aimc.es)

[www.agep.es](http://www.agep.es)

[www.agemdi.org](http://www.agemdi.org)

[www.aedemo.es](http://www.aedemo.es)

[www.aece.org](http://www.aece.org)

[www.aeap.es](http://www.aeap.es)

[www.anunciantes.com](http://www.anunciantes.com)

[www.adecec.com](http://www.adecec.com)

[www.ams-web.org](http://www.ams-web.org)

[www.agenciasdemedios.com](http://www.agenciasdemedios.com)

[www.aap.es](http://www.aap.es)

[www.interbrand.com/](http://www.interbrand.com/)

[www.aemark.es](http://www.aemark.es)

## Study recommendations

For a better comprehension of the course, it is necessary to carry out case studies suggested by the teacher.

## Teaching materials

A PC with Internet connection and office software programs (word processor, spreadsheet, presentation, etc.) for personal studies is necessary. It is also recommended for students to use storage devices (such as memory sticks, CDs or DVDs) to speed up the exchange and storage of Power Point presentations, exercises, case studies, etc., data