



UCAM
UNIVERSIDAD
CATÓLICA DE MURCIA

Teaching Guide 2018/2019

Commercial Management

Bachelor in Business Administration

Face-to-face tuition

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Commercial Management

Module: **Market research and trade**

Subject: **Commercial Management**

Character: **Obligatory**

ECTS: **6 ECTS**.

Time period: **Third course, sixth semester**

Teacher: **Juan Pedro Ruiz Guerrero**

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Students' attention timetable: Mo. 15.30 – 18.30

Module coordinator teacher: **M^a Concepción Parra Meroño**

Brief Description

The course introduces the student to the basic concepts of Commercial Management, with special attention paid to the market and competition from a modern client-oriented conception. Subsequently, the various existing marketing instruments will be explored, including product, price, distribution and communication. Finally the student will be guided towards developing a marketing plan.

Previous Requisites

In order to maximize the learning results of this subject, the student should have enough knowledge of descriptive statistics, frequency distributions, hypothesis contrast, sample techniques, demographic and socio-economic characteristics, the corporation functional areas, as well as basic knowledge of Business English.

We recommend have passed Marketing subject in the previous semester.

Objectives

1. Know and use the decision-making guidelines towards the consumer or the marketing of tourism corporations.
2. Understand the relevance of touristic products customer loyalty and the marketing of relations.
3. Differentiate the trade function in the corporation.
4. Understand and apply the different marketing strategies.
5. Know the techniques and strategies of price policy
6. Take decisions about products, distribution, communication and internationalization.
7. Know how to do DAFO analysis.
8. Solve trade case studies in work teams.
9. Use correct commercial terminology in tasks and reports or projects.

Competences and learning results

Cross-curricular subjects

- (T1) Ability of analysis and synthesis
- (T2) Organization and planning ability
- (T5) Critical reasoning
- (T6) Ability to manage information
- (T9) Team work
- (T14) Critical reasoning
- (T16) Autonomous learning
- (T18) Creativity
- (T24) Reflection capacity
- (UCAM1) Be able to speak correctly in Spanish language within their field of study.
- (UCAM5) Be able to use CIT basic tools as a user.
- (UCAM6)) Acquire team work ability, to work with same or different field professionals.

Specific Competences

- (E3) Know and apply basic concepts of Trade Management.
- (E13) Know and apply basic concepts of Statistics.
- (E19) Ability to apply knowledge to the practice
- (E20) Ability in the search for information
- (E22) Ability to transfer knowledge.
- (E46) Manage and administrate a small size corporation and understand its competitive and institutional situation and identify its strengths and weaknesses.
- (E 47) Integrate in any functional area of a corporation or small size business, according to its competitive and institutional scope and identify its strengths and weaknesses.
- (E54) Use often communication and information technology in all the work process.
- (E57) Communicate fluently in the work environment and work in a team.

Learning results

- Understand reason and synthesize contents in the field of trade management.
- Manage and organize the information acquired during the learning process in the field of trade management.
- Express correctly in native language both in oral and written contexts.
- Know and use in a suitable way the resources provided by the new information and communication technology in trade management field.
- Organize and know how to use information from different contexts for professional exercise within the trade management.
- Produce learning abilities that allow them to follow subsequent studies in the trade management field with a high level of autonomy.
- Acquire and implement collaboration strategies and abilities to promote teamwork in the field of trade management.
- Issue sentences and take a critical stance, facing the different situations laid out in the field of trade management.
- Manage the learning process in this field in a proactive way.
- Plan and develop innovative actions in the professional exercise within the trade management field.
- Think in a critical and reasonable way about questions related to the field of trade management.
- Know and use in a suitable way the orthographic and grammar rules in oral and written contexts.
- Know and use in a suitable way the resources provided by the new information and communication technology for trade management.
- Collaborate with other professionals and recognize the different contributions, provided by other knowledge fields, to professional practice in trade management scope.
- Have and understand knowledge of Trade Management, supported by books belonging to this field, supported by cutting-edge knowledge.
- Differentiate the commercial function in the corporation.
- Know and use different marketing strategies.
- Know techniques and strategies of price setting.
- Make decisions about products.
- Make decisions about distribution.

- Make decisions about communication.
- Know how to use frequency distributions.
- Know and understand the usefulness of descriptive statistics in commercial management.
- Understand and apply knowledge of commercial management to the practice by means of the elaboration and defense of well-built and documented arguments.
- Solve trade management case studies applied to corporation reality.
- Produce optimum commercial decisions from specialized texts.
- Be able to search for commercial information in specialized and non-specialized magazines.
- Be able to look for information in specialized data bases.
- Defend and present tasks in an effective way within trade management.
- Know how to perform DAFO analysis.
- Make proposals of commercial strategies based in an internal and external analysis of the company.
- Know and understand the tasks assigned to the commercial management.
- Know and use in a suitable way the different sale techniques in the most appropriate situation.
- Know how to perform a marketing plan.
- Perform searches in internet, in order to carry out tasks and case studies.
- Know and apply the webs of entities and institutions connected to the commercial function.
- Communicate in the suitable and effective way, information, ideas, problems and solutions within commercial management.
- Solve commercial case studies in team work.
- Use commercial correct terminology in the performance of tasks and projects.
- Use a logical structure and write with correct orthography.

Methodology

| Methodology | Hours | Face-to-face work hours | Non-face-to-face work hours |
|----------------------|------------|-------------------------|-----------------------------|
| Master class | 36 | 60 horas (40 %) | |
| Practice workshops | 7,8 | | |
| Assessment | 12 | | |
| Tutorials | 4,2 | | |
| Personal study | 40,5 | 90 horas (60 %) | |
| Tasks | 27 | | |
| Practice clases | 13,5 | | |
| Bibliographic search | 9 | | |
| TOTAL | 150 | 60 | 90 |

Syllabus

THEME 1: Competence

- 1.1. Concept and competence levels
- 1.2. Types of competence
- 1.3. Market leader strategies
- 1.4. Challenging companies' strategies
- 1.5. Supporter companies' strategies
- 1.6. Niche specialist' strategies
- 1.7. Case study

THEME 2: The Product

- 2.1. Introduction to marketing mix
- 2.2. Concept and product dimension
- 2.3. Product classification
- 2.4. Services considerations.
- 2.5. Product portfolio
- 2.6. Product life cycle
- 2.7. Product identification
- 2.8. Product quality
- 2.9. New products
- 2.10. Case study

THEME 3: Price

- 3.1. Price concept and importance
- 3.2. Price settling determinants
- 3.3. Price settling methods
- 3.4. Price settling strategies
- 3.5. Yield Management
- 3.6. The payment
- 3.7. Case study

THEME 4: Distribution

- 4.1. Distribution Concept
- 4.2. Agents' functions
- 4.3. Distribution channels
- 4.4. Merchandising.
- 4.5. Commercial distribution
- 4.6. Wholesales
- 4.7. Retailers
- 4.8. Integration and channel system
- 4.9. Logistics
- 4.10. Case study

THEME 5: Communication

- 5.1. Commercial communication process

- 5.2. Commercial communication tools
- 5.3. Commercial communication planning
- 5.4. Advertising
- 5.5. Sales promotion.
- 5.6. Public Relations
- 5.7. Personal sale
- 5.8. Direct Marketing
- 5.9. Case study

THEME 6: Marketing Planning or commercial planning

- 6.1. Conceptual approximation
- 6.2. Marketing planning characteristics
- 6.3. Marketing planning requirements
- 6.4. Marketing planning elaboration process
- 6.5. Marketing planning phases.
- 6.6. Marketing planning presentation
- 6.7. Bibliography and references.
- 6.8. Main sections of a marketing planning.
- 6.9. Case study.

Connection with other subjects in the study plan

This subject constitutes, together with Marketing, one of the basic pillars over which the module subjects Trade and Market Study will develop: Commercial Management, International Commerce, Consumer's Behavior, and Market Research.

The contents of this subject are directly related to those subjects of the study plan, related to other modules: Business Economy, Statistics, Statistics Applied to Corporations, Strategic Management, External practices, End of Degree Task.

Assessment system

February/June call

- **Written exam:** 60% of the total grade

There will be two exams with test type questions, theory and practice. The first exam will be 30% worth and the second one 30%.

The student's: 40% involvement in the different training tasks

The student's involvement in the different training tasks that shape the matter will be assessed by the exercises, tasks, case studies and problems performed individually or in groups: the public defense of some of these projects and the participation in forums.

The assimilation of concepts presented in the master classes will be assessed through the performance of an activity by the student:

- a) At the beginning of each thematic block, the students will be asked, either individually or in group, to express in paper their knowledge about the matter, no matter how basic they are.
- b) At the end of the block, they will be asked the same to compare it with what they expressed at the beginning.

February/June Call

- **Theoretical part:** 60% of the total grade
- **Practice part:** 40% of the total grade

September Call

- **Theoretical part:** 60% of the total grade
- **Practice part:** 40% of the total grade

February/June Call

The student will pass the subject in the February/June call when the arithmetic mean, according to the three grade percentages (two written exams and involvement) is equal or higher than 5, whenever none of the other two grades is lower than 4.

If the student has less than 5 points in any of the three grades (the two written exams and the involvement), he/she will have to resit to pass in September, keeping the grades equal or higher than 5.

September call

The student will pass the subject in September call when the arithmetic mean, according to the fixed percentages in three punctuations (two written exams and involvement) is equal or higher than 5, whenever none of the other two grades is lower than 4.

In case of not passing, he/she will have to resit for the complete subject in later calls.

Grading System

The grading systems (RD 1.125/2003. de 5 de septiembre) will be:

0-4,9 Fail (SS)

5,0-6,9 Pass (AP)

7,0-8,9 Grade B (NT)

9,0-10 Distinction (SB)

The “Honors” mention can be awarded to those students with a degree of 9,0 or higher. This cannot be awarded to more than 5% of the students registered in a subject in each academic year, unless the number of students registered is less than 20, when there will be awarded only one mention.

Bibliography and reference sources

Basic bibliography

- Parra Meroño, M.C. y Beltrán Bueno, M.A.(2016). *Marketing y Dirección Comercial*. Volumen II. Segunda Edición. UCAM: Murcia. (Temas 1 a 6). Este manual cubre todo el programa de la asignatura.

Complementary Bibliography

- 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.
- 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.

Web related

- <http://www.acrwebsite.org/>
- <http://www.adecec.com/>
- <http://www.aedemo.es/aedemo/>
- <http://www.aemark.es/>
- <http://www.afe.es/>
- <http://www.agenciasdemedios.com/>
- <http://www.agep.es/>
- <http://www.aimc.es/>
- <http://www.ams-web.org/>
- <http://www.anunciantes.com/>
- <http://www.aui.es/>

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- <http://www.autocontrol.es/>
- <http://www.dircom.org/>
- <http://www.interbrand.com/es/>
- <http://www.marketingdirecto.com/>
- <https://www.ama.org/Pages/default.aspx>

Recommendations for future study

For a better understanding of the subject, we recommend to do all the exercises and tasks proposed by the teacher.

Instructional Material

Students must have the basic text book recommended in the subject bibliography.

It will be necessary to have a PC with all the necessary programs installed in order to have access to the virtual campus, where they will find all information about the subject, conceptual maps, complementary material, tasks, etc. Computer with text editor, spreadsheet, and presentation tools, etc. We also recommend students to use memory devices. The students have available resources to follow the subject, through the university Virtual Api.

<http://www.ucam.edu/servicios/informatica/api-virtual>

We also recommend students to use memory devices (USB, CDs or DVDs) to make easier the interchange of information in presentations such as Power Point, exercises, case study, etc., during the face-to-face classes.

Tutorials

Brief description

Academic tutorials are directed to:

- Collaboration and guidance in the case studies.
- Problem solving, related to the subject contents and to the methodology applied to it.
- Possibility to know and recognize the most suitable strategies for the correct management of commercial resources, as well as developing the abilities necessary to work in teams with a practice knowledge of marketing.

The university also has a Special Team for tutorials with the students enrolled in the degree. The personal tutor accompanies the student during the complete university period. Criteria and aspects can be consulted in:

<http://www.ucam.edu/servicios/tutorias/preguntas-frecuentes/que-es-tutoria>