COURSE DESCRIPTION
COMMERCIAL MANAGEMENT AND ADMINISTRATION
3TH YEAR | 1ST SEMESTER
DEGREE: BUSINESS ADMINISTRATION
IN-CLASS TEACHING
ACADEMIC YEAR: 2018/2019
SCHOOL OF BUSINESS AND ECONOMICS
1. COURSE IDENTIFICATION

1.- COURSE:

Name: Commercial Management and Administration
Code: b306
Year (s) course is taught: 3
Semester (s) when the course is taught: 1
Type: Compulsory
ECTS: 9
Hours ECTS: 30
Language: English and Spanish
In-class teaching
Degree (s) in which the course is taught: Business Management
School of Business and Economics

2.- ORGANIZATION OF THE COURSE:

Department: Business Economics
Area of knowledge: Marketing and Market Research

2. LECTURERS OF THE COURSE

1.- LECTURERS:

<table>
<thead>
<tr>
<th>Instructor in charge</th>
<th>CONTACT DETAILS</th>
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<tbody>
<tr>
<td>Name:</td>
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<td>Phone (ext):</td>
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<td>Email:</td>
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<td>Office:</td>
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<td>Office:</td>
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</table>
Email: mariagloria.aznarfernandezmonte@ceu.es
Office: 1.17B
Lecturer(s) CONTACT
Name: Erwin Maldonado
Phone (ext):
Email:
Office:

2.- TUTORIALS:

For any queries, students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

The objective of this program is to guide the teaching of a basic Marketing course with an approach to economic analysis aimed at students who have previously taken the subject of fundamentals of marketing. To this end, the process of market research is developed, and they have studied the policies related to the marketing process of the company, both from the perspective of its organisation and planning as well as the implementation of its essential instruments (Product, price, communication and distribution).

4. SKILLS

1.- SKILLS

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Skills</th>
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<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study at a level beyond secondary education that, even though based on advanced textbooks, it also includes aspects that are acquired from knowledge deriving from the state-of-the-art of the field of study.</td>
</tr>
<tr>
<td>BS2</td>
<td>Students should know how to apply their knowledge to their work or vocation in a professional manner and should have the skills that are usually demonstrated by compiling and defending arguments and resolving problems within their area of study.</td>
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<tr>
<td>GS1</td>
<td>Capacity for analytical and critical thinking</td>
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<thead>
<tr>
<th>Code</th>
<th>Specific Skills</th>
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2.- LEARNING OUTCOMES:

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<tr>
<th>Learning outcomes</th>
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<tr>
<td>Master the techniques to carry out research and market segmentation.</td>
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<td>Be able to conduct an economic analysis of the consequences of business decisions</td>
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<td>Carry out critical evaluations of the effects of marketing actions on the competitiveness of the company and its growth potential</td>
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5. EDUCATIONAL ACTIVITIES

1.- DISTRIBUTION OF STUDENTS´ ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA2</td>
<td>Seminar</td>
<td>59</td>
</tr>
<tr>
<td>EA4</td>
<td>Individual Practices</td>
<td>30</td>
</tr>
<tr>
<td>TOTAL Hours</td>
<td></td>
<td>89</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF0</td>
<td>Independent Work</td>
<td>181</td>
</tr>
</tbody>
</table>

2.- EDUCATIONAL ACTIVITIES:

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<tr>
<th>Educational Activity</th>
<th>DEFINITION</th>
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| SS1 | Knowledge and capacity to interpret and use fundamental economic concepts (Economic Theory), context and institutional factors (Economic Structure and History) and tools (mathematics) in making business decisions. |
| SS2 | Capacity to identify, formulate and resolve problems, to apply professional criteria and to understand the competitive and institutional position of the organisation, identifying its strengths and weaknesses. |
| SS4 | The capacity of critical analysis in quantitative and qualitative terms, including data analysis, interpretation and extrapolation to a given business reality. |
Seminar (EA2) 
Educational activity focused primarily on the competence of the students to develop the learning skills enabling them to assimilate content acquired beforehand while relating economic concepts and those of similar and auxiliary disciplines and different theoretical and methodological approaches. Students study each subject in depth to a large extent independently. This educational activity is also centred on encouraging students to acquire the skills necessary to communicate their conclusions – and the understanding and underlying reasons supporting them – to both the specialist and the non-specialist public clearly and unequivocally. Priority is given to the participation of students and their sharing of the reasoned interpretation of knowledge and the sources of their fields of study, all of which is coordinated by the professor.

Practice (EA4) 
Educational activity focused mainly on the competence of the students to collect, manipulate and process relevant data and variables for economic, statistical, financial, accounting and tax analyses. Priority is placed on students undertaking activities that involve the application of theoretical and technical knowledge acquired, which may be done individually or in a group, depending on the subject and the skills to be gained.

Independent Work (EA0) 
An educational activity whereby students independently manage their learning by the study of the course material.

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6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- To be eligible for examination by continuous assessment, students must attend at least 75% of the scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.

2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>SE3</td>
<td>Written examination of reasoning questions</td>
<td>20%</td>
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<tr>
<td>SE4</td>
<td>Written or computer-based examination on exercises, problems, cases, and so forth</td>
<td>20%</td>
</tr>
<tr>
<td>SE6</td>
<td>Individual works</td>
<td>10%</td>
</tr>
<tr>
<td>SE7</td>
<td>Teamwork</td>
<td>40%</td>
</tr>
<tr>
<td>SE2</td>
<td>Multiple choice Tests</td>
<td>10%</td>
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</table>
ORDINARY EVALUATION

The ordinary final grade will be calculated as follows:
• Continuous evaluation: 60% of the final grade, with several tests:
  • Individual works (case study) (10%)
  • Tests (10%)
  • Group work (40%)

• Examination of 40% of the final grade. It will consist of a written exercise that includes a theoretical part and a practical part. The theoretical part includes reasoning questions, and the practical section contains exercises and the resolution of a case. The minimum grade of the exam to compute the continuous assessment should be 4 out of 10.

Important considerations:
• Those students who do not meet the essential requirement of attendance do not have continuous assessment, therefore, in the Final Test will have to obtain a grade of 10 points to pass the subject.
• Once the calendar of activities or face-to-face tests (examinations, practices, exercises, work, presentations, etc.) has been established in advance, to guarantee a level playing field for all students, these tests will not be repeated for the Students who did not attend them.
• Attendance is mandatory for internships.

EXTRAORDINARY EVALUATION

• The student who does not pass the subject in the Ordinary Call must take the examination of the Extraordinary Convocation, which will include a theoretical part and a practical part with some possible test questions.

7. COURSE SYLLABUS

1.- COURSE SYLLABUS:

THEORETICAL PROGRAM:

Chapter 1. Market research.
  1.1. The marketing information system
  1.2. Concept, objectives and methodological process of market research.
  1.3. Research design.
  1.4. Information sources.
  1.5. Information collecting techniques
  1.7. Data mining

  2.1 Concept, dimensions and product hierarchy
  2.2 Organization and management of the product portfolio.
  2.3 Product differentiation and positioning
  2.4 Product lifecycle. Strategic implications.
  2.5 Marketing of services

Chapter 3. Brand strategy.
  3.1 Concept and brand value.
  3.2 Brand types
  3.3 Brand strategies.
  3.4 Brand protection.

Chapter 4. Decisions about new products
  4.1 Importance of the development of new products.
  4.2 Planning new products.
  4.3 Processes and models of adoption-diffusion of innovations.
Chapter 5. Price Decisions.
5.1 Nature and importance of price.
5.2 Determining price factors
5.3 Pricing strategies.
5.4 Pricing methods

6.1 Elements and flows of the communication process.
6.2 Concept and objectives of advertising.
6.3 Means, supports and advertising forms.
6.4 Development of the advertising campaign.
6.5 Planning of advertising media.
6.6 Advertising regulation.

Chapter 7. Communication II: Salesforce, sales promotion, public relations, merchandising and direct marketing.
7.1 The sales action and the strategic process of the sale.
7.2 Promotion of sales.
7.3 Concept and purpose of public relations.
7.4 Merchandising.
7.5 Direct marketing.
7.6 Other communication variables.

Chapter 8. The distribution system.
8.1 Concept of distribution.
8.2 Functions of intermediaries.
8.3 Classification of intermediaries.
8.4 Typology and strategy in the distribution channel.
8.5 Physical or logistic distribution.
8.6 Trade Marketing.

PRACTICE PROGRAM:
Practical cases, comments, exercises, discussion of readings and expositions of the topics that make up the theoretical program will be carried out.

8. BIBLIOGRAPHY

1.- BASIC BIBLIOGRAPHY:


2.- ADDITIONAL BIBLIOGRAPHY:


Learning.


### 3.- WEB RESOURCES:

www.cincodiass.com  
www.expansion.com  
www.eleconomista.es  
www.marketingpower.com (American marketing association)  
www.eleconomista.es  
www.marketingnews.es  
www.canaldis.com  
www.alimarket.es  
www.puromarketing.com  
www.anuncios.com  
www.marketingdirecto.com

### 9. ATTITUDE IN THE CLASSROOM

#### 1.- REGULATIONS

Any act against the academic integrity (no reference or cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class, will result in the student not being eligible for continuous assessment and possibly be penalised according to the University regulations.

The teaching unit will decide, in each case, the sanction that will be applied to those students who are expelled from the classroom.