TEACHING GUIDE
SUBJECT: COMMERCIAL MANAGEMENT
YEAR: 3º SEMESTER: 1º
DEGREE: MARKETING AND COMMERCIAL MANAGEMENT
MODE: COMPULSORY ATTENDANCE
COURSE 2018/2019
FACULTY OF ECONOMICS AND BUSINESS STUDIES
1. IDENTIFICATION OF THE SUBJECT

1.- SUBJECT:

Name: Commercial Management  
Code: c305  
Year in which it is taught: 3º  
Semester in which it is taught: 1º  
Character: Mandatory  
ECTS: 6  
Hours ECTS: (30)  
Language: Spanish  
Modality: Compulsory attendance  
Degree in which it is taught: Degree in Marketing and Commercial Management.  
Faculty in which the degree is given: Economics and Business Studies

2.- ORGANIZATION OF THE SUBJECT:

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

2. PROFESSORS OF THE SUBJECT

1.- IDENTIFICATION OF THE PROFESORS:

<table>
<thead>
<tr>
<th>Professor responsible for the subject</th>
<th>CONTACT INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Mª Aránzazu Mielgo Álvarez</td>
<td></td>
</tr>
<tr>
<td>Phone number: 91 456 63 00 (15482)</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:amielgo.fcee@ceu.es">amielgo.fcee@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: 1.17B</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Professor</th>
<th>CONTACT INFORMATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Paloma Saá Teja</td>
<td></td>
</tr>
<tr>
<td>Phone number: 914566300 Ext. (15376)</td>
<td></td>
</tr>
<tr>
<td>Email: <a href="mailto:paloma.marketing@ceu.es">paloma.marketing@ceu.es</a></td>
<td></td>
</tr>
<tr>
<td>Office: 1.17B</td>
<td></td>
</tr>
</tbody>
</table>

2.- TUTORIAL ACTIVITIES:

For all questions related to the subject, students can contact their professor (-s) through the e-mail, phone and in the office during the tutoring’s hours that will be made public in the student’s portal.
3. DESCRIPTION OF THE SUBJECTS

The objective of this subject is for the student to learn the main methods of market research. The aim is to acquire in depth knowledge from main strategies that can be deployed from the marketing mix not seen previously in other subjects, but that are of key to the strategic development of the Enterprise (product, new products, brand and price). Finally, the student should be able to apply the knowledge acquired in the marketing management area and specific sectors such as services… and other contexts that will be updated taking into account the trends that appear in the main growing business and economic sectors.

4. COMPETENCIES

1.- COMPETENCIES:

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and general competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>CB2</td>
<td>For the students to learn how to apply their knowledge to their work or vocation in a professional way and for them to possess the skills that are usually demonstrated through the elaboration and defense of arguments and problem solving within their area of study.</td>
</tr>
<tr>
<td>CB4</td>
<td>For the students to be able to transmit information, ideas, problems and solutions to an audience both specialized and non-specialized.</td>
</tr>
<tr>
<td>CG1</td>
<td>Ability for analytical and critical thinking.</td>
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<table>
<thead>
<tr>
<th>Code</th>
<th>Specific competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>CE2</td>
<td>Ability to manage and manage a company effectively and efficiently from the perspective of Marketing Management as a component of a company’s value chain.</td>
</tr>
<tr>
<td>CE8</td>
<td>Ability to design a national or international marketing plan, using all the tools and variables related to the marketing mix, following a process of investigation, planning, execution and control, of strategic decisions adapted to the environment and to the organization.</td>
</tr>
<tr>
<td>CE9</td>
<td>Ability to observe and adapt to the environment, maintaining a proactive attitude and proposing creative solutions to the new needs and trends of the market.</td>
</tr>
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</table>

2.- LEARNING OUTCOMES:

Learning outcomes

To develop critical thinking about the consequences and effects of marketing actions on the company’s competitiveness and growth potential.

5. TRAINING ACTIVITIES

1.- DISTRIBUTION OF THE STUDENTS WORKLOAD:

<table>
<thead>
<tr>
<th>Total hours of the subject</th>
<th>180</th>
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</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Mandatory</th>
</tr>
</thead>
</table>

### 4. ATTENDANCE HOURS

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Mandatory attendance hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>AF2</td>
<td>Seminar</td>
<td>40</td>
</tr>
<tr>
<td>AF3</td>
<td>Practical Workshop</td>
<td>20</td>
</tr>
<tr>
<td></td>
<td><strong>TOTAL</strong> mandatory attendance hours</td>
<td><strong>60</strong></td>
</tr>
</tbody>
</table>

### 2. DESCRIPTION OF THE TUTORIAL ACTIVITIES:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
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</thead>
<tbody>
<tr>
<td>Seminar (AF2)</td>
<td>Training activity adjusted preferably to the competence of students to develop learning skills that will allow them to assimilate contents previously acquired, relate economic concepts and auxiliary disciplines and different theoretical and methodological approaches; It allows a deeper study of each subject in a way that will be largely autonomous. The training activity also focuses on the students' ability to communicate their conclusions - and the knowledge and reasons behind them - to specialized and non-specialized audiences in a clear and unambiguous way; it prioritizes the participation and the sharing of the reasoned interpretation of knowledge and sources of the study area, based on the teacher's coordination.</td>
</tr>
<tr>
<td>Practical workshop (AF3)</td>
<td>Training activity ordered preferably to the students' competence to use the specific methodologies for the resolution of practical problems of the economist in its most applied aspect and / or the relevant computer technologies for each subject; it prioritizes the students' performance of practical activities arranged to the manipulation of data and selection of quantitative and / or qualitative information with the objective of drawing relevant conclusions.</td>
</tr>
<tr>
<td>Student's Autonomous workload (AF8)</td>
<td>Formative activity in which the student autonomously manages his learning through the study of training materials.</td>
</tr>
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</table>

### 6. SYSTEMS AND EVALUATION CRITERIA

#### 1. CLASS ATTENDANCE:

To be eligible for the continuous assessment system, attendance to 75% of theory classes is required (daily attendance checks will be carried out). Since the student may lack 25% of the total of the classes, justifications of absence will not be admitted.

Students who, due to reasonably justified reasons, cannot attend classes (international mobility or work) must notify the teaching unit at the beginning of the semester, which will establish the corresponding Course Plan adapted to cover the subject.
2.- SYSTEMS AND EVALUATION CRITERIA:

<table>
<thead>
<tr>
<th>SYSTEM OF EVALUATION</th>
<th>Code</th>
<th>Name</th>
<th>Weight</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>SE2</td>
<td>Written test</td>
<td>15%</td>
</tr>
<tr>
<td></td>
<td>SE3</td>
<td>Written exam of reasoning questions</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>SE4</td>
<td>Written or computer exam with exercise</td>
<td>20%</td>
</tr>
<tr>
<td></td>
<td>SE6</td>
<td>Individual works</td>
<td>15%</td>
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<tr>
<td></td>
<td>SE7</td>
<td>Group works</td>
<td>10%</td>
</tr>
<tr>
<td></td>
<td>SE12</td>
<td>Oral briefings—oral presentations</td>
<td>20%</td>
</tr>
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</table>

3.- DESCRIPTION OF EVALUATION SYSTEMS:

STANDARD CONTINUOUS EVALUATION:

The subject is qualified by a continuous evaluation system that will consist of the following tests:

1. Applied test of knowledge (multiple choice test), which seeks to evaluate the student's overall understanding of the concepts and essential marketing tools. The assessment of this test is 1.5 points.

2. Theoretical-practical tests (cases) that allow knowing the students' ability to relate the different concepts explained in class and their application to the current business reality. The test will have an assessment of 1.5 points.

3. Group practice consisting of the preparation of an oral presentation of some of the topics proposed in class (Chapter 9). They should apply the marketing tools in a concrete area. The maximum grading will be 3 points (2 oral presentation and 1 group work).

Reasoning test of theoretical and practical questions (final exam). It is required to obtain a minimum score of 4 out of 10 points in this test to be able to keep the continuous evaluation.

In order to pass the standard continuous evaluation its necessary:

4. The student should attend at least 75% of the classes

EXTRAORDINARY EXAM:

The student who does not pass the subject in the Ordinary Call, must pass an extraordinary exam, which will include both questions of reasoning, as well as the resolution of a problem or case study, which includes the knowledge of the subject.

In the grading of the Extraordinary Call, the percentages established in the Ordinary Call will be applied.

The student who did not passed the tests of continuous evaluation or did not present to them can do them in the Extraordinary Call, individually or in groups, at the decision of the Teaching Department.
# 7. PROGRAM OF THE SUBJECT

## 1.- PROGRAM OF THE SUBJECT:

### PROGRAM CONTENT:

**Part I. COMMERCIAL ANALYSIS:**

**Chapter 1: Market research**

1.1 Marketing Information System (MIS)  
1.2 Concept and objectives of market research  
1.3 Market research methodology and process  
1.4 Methods and techniques for information gathering and processing

**Part II. MARKETING STRATEGIES:**

**Chapter 2: Concept and dimension of the product**

2.1 Concept, dimension and levels of products  
2.2 Product profile organization and management  
2.3 Product differentiation and positioning  
2.4 Product Life Cycle: Strategic implications

**Chapter 3: New product decisions**

3.1 The importance of new product development  
3.2 Design, development test and innovative launch  
3.3 Adoption and diffusion process of innovations

**Chapter 4: Branding**

4.1 Concept and goal of the brand  
4.2 Brand types  
4.3 Brand Strategy  
4.4 Brand selection  
4.5 Brand protection

**Chapter 5: Pricing decisions**

5.1 Nature and importance of pricing  
5.2 Factors affecting pricing  
5.3 Pricing methods  
5.4 Pricing Strategies  
5.5 Pricing practices

**Part III. SECTOR MARKETING:**

**Chapter 6: Marketing of Services**

6.1 Application of service marketing  
6.2 Concepts and classification  
6.3 Differential features  
6.4 Differentiated services quality management  
6.5 Distribution in the service sector  
6.6 Communication in the service sector  
6.7 Strategies in the marketing of services

**Chapter 7: Tourism Marketing**

7.1 Introduction: An approach to the tourism sector  
7.2 Characteristics of the sector  
7.3 Analysis of the consumer's behavior
7.4 Marketing-mix in the sector: Main strategies

Chapter 8: Non Business Marketing

8.1 Expansion of marketing concept applications
8.2 Marketing of non-profit institutions and public marketing

8.3 Social Marketing
8.4 Political and electoral Marketing

Part IV. Macromarketing and new trends

Chapter 9: Future trends in Marketing and society

9.1 Ecological Marketing
9.2 Sports Marketing
9.3 City Marketing
9.4 Cosmetics Marketing

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8. BIBLIOGRAPHY OF THE SUBJECT

1.- BASIC BIBLIOGRAPHY:

ESTEBAN TALAYA A. et al. (2011): Principios de Marketing, 4ª edición, ESIC.

2.- EXTRA BIBLIOGRAPHY:

4. WEB RESOURCES OF UTILITY:


9. RULES OF BEHAVIOR

1. RULES:

Failures in Academic Integrity (absence of citation of sources, plagiarism of work or use of prohibited information during examinations), as well as signing the attendance sheet for another classmate who is not in class, will imply the loss of Continuous evaluation, without prejudice to the sanctioning actions that are established.