



IDENTIFYING DATA

Business Management 2

Subject	Business Management 2			
Code	V03G020V01502			
Study programme	(*)Grao en Administración e Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	1st
Teaching language	Spanish Galician English			
Department				
Coordinator	Rodríguez Daponte, María del Rocío			
Lecturers	González Vázquez, Encarnación Otero Neira, María del Carmen Rodríguez Daponte, María del Rocío			
E-mail	rocio@uvigo.es			
Web				
General description	The matter pretends to provide to the student the necessary knowledges to design and develop a program of marketing and qualify him for the taking of commercial decisions. In concrete, the subject of commercial direction II pretends to deepen in the knowledge and put in practice of the operative strategies of marketing: product, price, communication and distribution. International students may request from the teachers: a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English. Only PCEO Degree			

Competencies

Code	
B1	Ability to analyse and synthesise
B5	Oral and written communication skills.
B9	Ability to work effectively within a team
B13	Capacity for learning and independent work
C14	Draw up plans and policies in the different functional areas within organisations

Learning outcomes

Expected results from this subject	Training and Learning Results	
Acquire knowledge and mastery of the tools of the marketing program of the company	B1 B5 B13	
Apply and implement business strategies of product, both individually and in group	B1 B5 B9 B13	C14
Apply and implement business strategies of price, both individually and in group	B1 B5 B9 B13	C14
Aplicar y poner en marcha estrategias comerciales de comunicación , tanto individualmente como en grupo	B1 B5 B9 B13	C14

Aplicar y poner en marcha estrategias comerciales de distribución , tanto individualmente como en grupo	B1 B5 B9 B13	C14
---	-----------------------	-----

Contents

Topic	
Chapter 1. The value proposition of the company and its tangibilización in the marketing mix	1.1 Market Value 1.2 MARKETING MIX
Chapter 2. Definition of the offer: product and price policy	2.1 Product 2.2 Price
Chapter 3. Differentiation of the company in the market: distribution and communication policies	3.1 Communication 3.2 Distribution

Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	15	0	15
Presentation	15	30	45
Problem solving	15	10	25
Seminars	5	15	20
Objective questions exam	6	39	45

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Lecturing	2 session of tutoria in group, of 2h 30
Presentation	2 session of tutoria in group, of 2h 30
Problem solving	2 session of tutoria in group, of 2h 30
Seminars	2 session of tutoria in group, of 2h 30

Personalized assistance

Methodologies	Description
Seminars	Time dedicated to the resolution of questions related with the subject in a group mode; meetings of teacher and student in the classroom

Assessment

	Description	Qualification	Training and Learning Results
Presentation	Exhibition by part of the students in front of the educational and/or a group of students of a subject on contents of the matter or of the results of a work, exercise, project... Can carry out of individual way or in group. Proof no recoverable.	15	B1 B5 B9 B13 C14
Problem solving	It evaluates the suitable capacity of the students to apply the theoretical and practical knowledges purchased, the exert inside a team of work, the autonomous work and the oral communication and written, among others. Only they will be able to deliver activities in the dates and sessions established. Proof no recoverable	15	B1 B5 B9 B13 C14
Objective questions exam	Proof/*s for the evaluation of competitions purchased so much in the theoretical part like practice of the matter. It includes/*n enclosed questions with different alternative of answer (true/false, multiple election,...). The students select a/*s answer/*s between a number limited of possibilities. The erroneous answers penalise. Will be able to do partial proofs along the semester. It will form part of the content of the subject, and therefore, will be subject to evaluation, all reading, activity, case, audiovisual material, web page, work or comment made by the professors in the classroom, so much in hours of theory as of practice.	70	B13

Other comments on the Evaluation

To surpass the subject requires satisfy two conditions:(1) obtain a minimum punctuation of 5 points in the group of the proofs to evaluate and;(2) obtain like minimum 4,5 points in the final examination (marked on 10), to add the rest of the proofs; evaluables. The punctuation obtained by the participation as well as the realisation and delivery of all those tasks

established by professor (cases, exercises, supposed, exhibitions, memories, []), keeps in the announcements of June and July of the course academic in force but will not save for successive courses. The student/to that it do not follow the continuous evaluation will have to indicate it before the realisation of the second session of practices and will be examined by means of a proof written valued on 10 points, that does not have why coincide with the proof of those students that follow the continuous evaluation. In said proof evaluates so much the theoretical contents like practical of the matter. In the announcement end of career the examination will suppose 100% of the note. DECALOGUE OF BEST PRACTICES:1. Punctuality. It will not allow the access and exit to class once that the professor have gone in in the classroom. 2. It is not allowed to do use of mobile telephones, portable or similar computers during the sessions of work. These have to be desconectados. 3. It is not allowed to eat neither drink (except water) in class. 4. It is indispensable to assist to the sessions of classroom with the necessary material (such as manual, aim, billed of practical, among others.) 5. The total or partial plagiarism in the activities delivered will comport the invalidation of the same. 6. It is indispensable to take care the grammar, editorial and spelling of the activities delivered. The incumplimiento of this norm will comport the invalidation of the activities. For the realisation of the examinations only allows the use of elements of writing and calculator. 8. The student will have to present to the properly identified examination, with the D.N.I or passport, not being valid any another document. 9. All the examinations will have to be delivered to his ending and on no account will be taken out out of the classroom. 10. The review of examinations will take place only in the schedule and place established by the professor. In case of incumplimiento of the previous norms, the professor will be able to adopt the measures that estimate timely inside he valid legislation. The dates of examinations will have to be consulted in the Web page of the Faculty: <http://fccee.uvigo.es>

Sources of information

Basic Bibliography

Complementary Bibliography

Carmen Otero (coordinadora), **Dirección Comercial 2**, Pearson, 2013

Gonzalez Vazquez, E.; López Miguens, M.J.; y Otero Neira, C. (coord.), **Manual Practico de Márketing**, Pearson, 2014

Philip Kotler y Gary Armstrong, **Principios de Marketing**, 17 edición, Pearson, 2018

Philip Kotler, Kevin Lane Keller, **Dirección de Marketing**, 15 edición, Pearson, 2016

Gonzalez E. y Alen, E. (coord.), **Casos de dirección de marketing**, Pearson, 2005

Kotler, P.; Armstrong, G., **Fundamentos de marketing**, 13 edición, Pearson, 2017

Kotler, P & Keller, K.L., **Marketing Management**, 15 edicion, Pearson, 2016

Miguel Santesmases Mestre, **Fundamentos de marketing**, 2 edición, Pirámide, 2018

Recommendations

Subjects that continue the syllabus

Commercial Research/V03G020V01701

Responsible marketing/V03G020V01930

Sectorial marketing/V03G020V01910

Subjects that it is recommended to have taken before

Business management 1/V03G020V01403

Other comments

This educational guide anticipates the lines of performance that have to carry out with the students in the matter and conceives of flexible form. The data that appear in this guide and in his planning and educational methodologies are of character orientador, considering adjust derived of the heterogeneity of the groups and of the students.

In consequence, can require readjustments along the academic course promoted by the dynamics of the class and of the group of real addressees or by the importance of the situations that could arise. Likewise, it will contribute to the students the information and concrete guidelines that they are necessary in each moment of the formative process.

This matter in the PCEO Degree in Administration and Direction of Companies-Degree in Right gives in the 1º cuatrimestre of 4º course and the educational responsible will be Dña. Mª Carmen Otero Neira.