



## IDENTIFYING DATA

### Marketing Management II

Subject	Marketing Management II			
Code	O04G020V01502			
Study programme	Grado en Administración y Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	1st
Teaching language	Spanish English			
Department				
Coordinator	Araújo Vila, Noelia			
Lecturers	Araújo Vila, Noelia Pita Castelo, Jose			
E-mail	naraujo@uvigo.es			
Web				
General description	The subject Commercial Administration II has as aim continue with the development of the basic concepts of marketing seen in Commercial Administration I, in this case, focusing in the most operative part of marketing, in the decisions taking.			

## Training and Learning Results

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

## Expected results from this subject

Expected results from this subject	Training and Learning Results	
To obtain knowledge and command of the tools of the programme of marketing of the company	B1 B5 B13	
To Apply and set up commercial strategies of product, individually and in group	B1 B5 B9 B13	C14
To Apply and set up commercial strategies of price, individually and in group	B1 B5 B9 B13	C14
To Apply and set up commercial strategies of distribution, individually and in group	B1 B5 B9 B13	C14
To Apply and set up commercial strategies of communication, individually and in group	B1 B5 B9 B13	C14

## Contents

## Topic

SUBJECT 1. Proposición of value of the company and the tangibilization in the marketing mix	1.1 The value in Marketing 1.2 Marketing mix
SUBJECT 2. The definition of the offer: product and political of prices	2.1 Product 2.2 Price
SUBJECT 3. Differentiation of the company in the bought: distribution and political communication	3.1 Distribution 3.2 Communication

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	30	30	60
Case studies	15	10	25
Presentation	1	1	2
Mentored work	5	15	20
Objective questions exam	2	41	43

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

## Methodologies

	Description
Lecturing	Explanation , by the lecturer, of the containits of the subject object of study, theoretical bases and guidelines of work, exercises or projects to develop by the student
Case studies	Analysis of a fact, problem or real event with the aim to know it, interpret, resolve, generate hypothesis, contrast data, think, complete knowledge, diagnose, etc., and penetrate in alternative procedures of solution.
Presentation	Presentation and exhibition by students in front of the lecturer and the group of students, of one chapter on the contents of the subject and/or of the result of one's work, a case, a project. It can be carried out individually or in group
Mentored work	The student, individually or in group, elaborates a document on a topic of the subject or prepares seminars, investigations, memories, summaries of readings, etc. Generally it comprises an autonomous activity that includes the research of information, reading and handle of bibliography.

## Personalized assistance

### Methodologies Description

Mentored work	Students have around 6 hours per week to be attended personally to solve doubts on the course. Also online support through email is provided. Not part of evaluation.
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## Assessment

	Description	Qualification	Training and Learning Results	
Case studies	Study Cases	10	B1 B5 B9	C14
Presentation	Presentations in class	20	B1 B5 B9	C14
Mentored work	In SG	10	B1 B5 B13	C14
Objective questions exam	Multiple choice	60	B1 B5 B13	C14

## 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) Surpass each one of the parts. The students that doesnot surpass the practical part in the continuous evaluation and/or decides toopt for following the no continuous evaluation, will have to pass this part througha practical examination in the official announcements. The punctuation obtained by the participation, as well asthe realisation and the delivery of all those tasks that has established theprofessor (cases, exercises, supposed, exhibitions, memories, etc), keeps in the announcements of June and Julio of the academic course in force, but does not save for successive courses.

The dates and programs of the proofs of the evaluation of the different announcements is the specified in the calendar of proofs of the evaluation approved by the Board of Centre for the course 2022-23.

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#### **Sources of information**

##### **Basic Bibliography**

##### **Complementary Bibliography**

Philip Kotler y Gary Armstrong, **Principios de Marketing**, 2008,

Kotler, P.; Armstrong, G., **Fundamentos de Marketing**, 2008,

Kotler, et al., **Principles of Marketing**, 2013,

González Vázquez, E.; López Miguens, M.J.; y Otero Neira, C., **Manual Practico de Marketing**, 2014,

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#### **Recommendations**

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##### **Subjects that it is recommended to have taken before**

Marketing Management I/O04G020V01403

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##### **Other comments**

The dates and times of the evaluation tests of the different calls are those specified in the calendar of the evaluation tests approved by the Center Board for the current academic year.

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