



## IDENTIFYING DATA

### Business management II

Subject	Business management II			
Code	V03G020V01502			
Study programme	(*)Grao en Administración e Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	3rd	1st
Teaching language	Spanish English			
Department				
Coordinator	Otero Neira, María del Carmen			
Lecturers	González Vázquez, Encarnación Otero Neira, María del Carmen Rodríguez Daponte, María del Rocío			
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Web				
General description	La materia pretende proporcionar al alumno los conocimientos necesarios para diseñar y desarrollar un programa de marketing y capacitarle para la toma de decisiones comerciales. En concreto, la asignatura de dirección comercial 2 pretende profundizar en el conocimiento y puesta en práctica de las estrategias operativas de marketing: producto, precio, comunicación y distribución.			

## 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

<b>Contents</b>	
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

<b>Planning</b>			
	Class hours	Hours outside the classroom	Total hours
Master Session	15	0	15
Presentations / exhibitions	15	30	45
Troubleshooting and / or exercises	15	10	25
Group tutoring	5	15	20
Multiple choice tests	6	39	45

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

<b>Methodologies</b>	
	Description
Master Session	Attendance and active participation of students in the classroom through exhibitions, exercises, discussions and other activities is required. The student need to previously work on the material provided by the teacher anin order to follow the explanations See the bibliography recommended.
Presentations / exhibitions	Exhibition by the students to the teacher and/or a group of students of any subject matter content or the results of a work, exercise, project ... It can be carried out individually or in groups.
Troubleshooting and / or exercises	Activity in which problems, case studies and / or exercises related to the subject are formulated. In some cases the student must develop appropriate solutions aplying routines, formulas or algorithms using the available information and explaining the results. In others, the student activity includes search and information gathering, reading and writing, etc. The presentations will be made by the students to the teacher and / or the student group. It can be carried out individually or in groups.
Group tutoring	Interviews that the students have with the proffesoar during class time to get any advice and development activities to help the learning process ..

### **Personalized attention**

<b>Methodologies</b>	<b>Description</b>
Group tutoring	Time dedicated to the resolution of questions realted with teh subject in a group mode; meetings of teacher and student in the classroom

<b>Assessment</b>		Qualification	Training and Learning Results
	Description		
Master Session	It can be evaluated any reading, activity, event, audiovisual material, website, work or comment made in the classroom. Also, those students with greater involvement in the subject will be positively assessed.	5	B1 B5 B9 B13 C14
Presentations / exhibitions	Presentations and exhibitions made by the students to the teacher and / or to the group of students relatde with any aspect of the subject matter content or the results of a work, exercise, project ... It can be carried out individually or in groups	10	B1 B5 B9 B13 C14
Troubleshooting and / or exercises	It is evaluated the student's ability to apply the acquired knowledge and skills, performance within a team work, self-employment and oral and written communication, among others. The evaluated activities may be submitted only on the dates and established sessions.	15	B1 B5 B9 B13 C14

Multiple choice tests	Test/ s for the evaluation of skills acquired, both theoretical and . It includes: questions with different possible answers (true / false, multiple choice ...). Students have to select one response among a limited number of possibilities. Wrong answers penaltyce. Also, partial tests may be done throughout the semester. It will be part of the content of the subject, and therefore be subject to assessment, all reading, activity, event, audiovisual material, website, work or comments made by teachers in the classroom, in hours of theory and practice.	70	B13
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### Other comments on the Evaluation

To pass the subject two conditions are required:

- (1) obtain a minimum score of 5 points in the set of valuable activities
- (2) obtain at least 4.5 points in the exams (rated out of 10), in order to add the rest of the evaluable activities.

The score obtained by the participation and the performance and delivery of all tasks set by the Professor (cases, exercises, cases, presentations, reports, ...), is worthy in the June and July call examinations of the actual course/academic year, but It will NOT be saved for subsequent academic years.

The dates of examinations will have to be consulted in the page web of the Faculty

<http://fccee.uvigo.es/calendario-exames-201415.html>

### Sources of information

Carmen Otero (coordinadora), **Dirección Comercial 2**, 2013,  
Gonzalez Vazquez, E.; López Miguens, M.J.; y Otero Neira, C. (coord.), **Manual Practico de Márketing**, 2014,  
Philip Kotler y Gary Armstrong, **Principios de Marketing**, 2008,  
Kotler, y otros, **Dirección de Marketing, 12ª Edición**, 2006,  
Gonzalez E. y Alen, E. (coord.), **Casos de dirección de marketing**, 2005,  
Kotler, P.; Armstrong, G., **Fundamentos de marketing**, 2008,  
Philip Kotler & Gary Armstrong, **Marketing Management**,

### 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 teaching guide anticipates the lines of action to be carried out with the student in the subject and is conceived in a flexible way.

Consequently, it may require readjustments along the academic course promoted by the dynamics of the class and the actual target group, or the importance of situations that might arise.

In addition, the students will be provide with information and any necessary specific guidelines at every moment of the training process.