

IDENTIFYING DATA				
Marketing Management II				
Subject	Marketing 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	#EnglishFriendly Spanish Galician English			
Department				
Coordinator	Otero Neira, María del Carmen			
Lecturers	González Vázquez, Encarnación Otero Neira, María del Carmen Pariente Ojea, Ángeles			
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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 policies	2.1 Product 2.2 Price
Chpater 3. Differentiation of the company in the market: promotion and placement policies	3.1 Promotion 3.2 Placement

Planning	Class hours	Hours outside the classroom	Total hours
Lecturing	15	5	20
Presentation	13	30	43
Problem solving	15	10	25
Seminars	4	15	19
Objective questions exam	3	40	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	The attendance and active participation of students in the classroom is required through exhibitions, exercise resolution, discussions and other activities. The student is advised to pre-work on the material provided by the teacher and to consult the recommended literature to complete the information in order to follow the explanations.
Presentation	Students presentation to the teacher and/or a group of students of a topic on content of the subject or the results of a work, exercise, project... It can be done individually or as a group.
Problem solving	Activity in which problems, case studies, learning projects and/or exercises related to the subject are formulated. In some cases students must develop the right or correct solutions through routine exercises, the application of formulas or algorithms, the application of procedures for transforming the available information and the interpretation of the results. In others, it is a student activity that includes the search and collection of information, reading and management of bibliography, writing, application of knowledge and skills in collaborative projects in interdisciplinary groups, etc. In addition, the results of the work will be presented by the students to the teacher and /or the group of students w. It can be done individually or as a group.
Seminars	Interviews that students may keep with the teachers to get advice and the development of the learning activities.

Personalized assistance	
Methodologies	**Description**
Seminars	Time dedicated to the resolution of questions and doubts related with the subject. This activity is developed in class meetings of the proffesor with the students and/or in the professor´s office.

Assessment	Description	Qualification	Training and Learning Results	
Presentation	Oral presentations by part of the students in front of the Proffessor and/or a group of students of a piece of the subject, any class related content, or the results of a work, exercise, project They can be done individualy or in group They are mandatory and not recoverable activities and have to be done on the dates set.	20	B1 B5 B9 B13	C14
Problem solving	These assesments allow to evaluate the students capability to apply the acquired theoretical and practical knowledges in a team work as well as autonomouslly, as well as the oral and written communication skills with others. These activities have to be delivered in the established dates and sessions. It is a mandatory and not recoverable activity.	20	B1 B5 B9 B13	C14

Objective questions exam	Activities designed for the evaluation of acquired competences both in the theoretical and the practical clases or the subject. It can include questions with different type of answers (true/false, multiple election,...) as well as short, numerical or essay questions. Students have to either select a response/s from a limited number of possibilities, and/or to respond to the questions, essays or exercises that they are asked. The erroneous answers penalise. The professors migth ask for a PDF with the resolutions Partial exams can be done along the semester. It will be considered as part of the content of the subject, and therefore, will be subject to evaluation, the theory from the text book, the exercises as well as all reading, activity, case, audiovisual material, web page, work or comment indicated or made by the professors in the classroom in boht theoretical and practical classes.	60	B13

Other comments on the Evaluation

To pass the subject two conditions are required: (1) to obtain a minimum of 5 points in the whole of the tests/methodologies considered to be evaluated and (2) to obtain a mínimum of 4 points in the final examination (marked on 10) in order to add the rest of the evaluables methodologies.
The score obtained by the participation as well as the realisation and delivery of all those activities and tasks established by the professor (cases, exercises, supposed, exhibitions, memories,) will be kept in June and July calls of the academic course but in any case it Will be saved for successive courses/years.
The student/to that decide NOT to follow the continuous evaluation will have to indicate it to the professors BEFORE the data of realisation of the second session of practices and, in this case, they will be examined by means of a final exam/evaluation scored on 10 points (100% of the grading). In this case, the examen and evaluation activities do not have to coincide with the ones for those students that follow the continuous evaluation. In such exam both theoretical and practical contents will be evaluated and can be written or oral.

In the call end of the grade, the exam will take 100% of the grading.

Exam dates should be consulted on the faculty's website: http://fccee.uvigo.es

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 unless theyr are asked by the professo. They have to be disconnected.
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, exercises, lectures, practical notes, among others.)
5. Plagiarism in whole or in part in the activities delivered shall entail the invalidation thereof.
6. It is indispensable to take care the grammar, editorial and spelling of the activities delivered. Failure to comply with this norm will result in the invalidation of the activities.
7- Only the use of writing and calculator elements is allowed for the completion of the exams.
8. The student must come to the exam with a oficial idnetification form, personal ID or Passport.
9. All exams shall be submitted upon completion and under no circumstances shall they be taken out of the classroom.
10. he review of exams will take place only at the time and place established by the teacher.
In case of non-compliance with the above rules, the teacher may take the measures he deems appropriate under the legislation in force.

Sources of information

Basic 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

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

Complementary Bibliography

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

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

Marketing Management I/V03G020V01403

Other comments

This educational guide anticipates the learnign assets and methodologies for the develpment of the subject and it is conceived in a flexible form. The data that appear in this guide and in his planning and educational methodologies are orientative by considering adjustments derived from the heterogeneity of the groups and of the students or any other cincumstance that may arise.
In consequence, it can require readjustments along the academic course promoted by the dynamics of the class and of the group or by the importance of the situations that could arise. Likewise, the proffessors wll offer the students the necessary information and concrete guidelines at each moment of the formative process.

This subjet is also in the PCEO Administration and Business Degree and Law Degree. It is taught during the first semester of the fourth course and it is taught by Prof. Dr. Carmen Otero Neira.

Contingency plan

Description

=== EXCEPTIONAL PLANNING ===
Given the uncertain and unpredictable evolution of the health alert caused by COVID-19, the University of Vigo establishes an extraordinary planning that will be activated when the administrations and the institution itself determine it, considering safety, health and responsibility criteria both in distance and blended learning. These already planned measures guarantee, at the required time, the development of teaching in a more agile and effective way, as it is known in advance (or well in advance) by the students and teachers through the standardized tool.

=== ADAPTATION OF THE METHODOLOGIES ===

Since the teaching guide is planned for both face-to-face and non-face or virtual teaching, all methodologies are maintained, but the development of the proposed activities and tasks will be done virtually rather than face-to-face.

=== ADAPTATION OF THE ASSESSMENT ===

The evaluation will be performed virtually rather than in a face to face mode.
The test may include closed questions with different alternative answers (true/false, multiple choice, etc.) as well as short, numerical or essay questions. Students either have to select a response/s from a limited number of possibilities and/or respond to questions or exercises that they are asked.
Students may be asked to include PDFs, or other types of files, as proof/s of the performance of the exercise/s or the other tasks required.