



IDENTIFYING DATA

Business management II

Subject	Business management II			
Code	004G020V01502			
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	Rodríguez Campo, María Lorena			
Lecturers	Mazaira Castro, Andrés Pita Castelo, Jose Rodríguez Campo, María Lorena			
E-mail	lorenarcampo@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.			

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	
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	
Chapter 1. Product	1.1 Concept 1.2 Ranking 1.3 Decisions on products 1.4 Brand Strategies 1.5 Services
Chapter 2. Development of new products and life cycle	2.1 Development of new products 2.2 Strategies of the product life cycle
Chapter 3. Price	3.1 Concept 3.2 Price setting 3.3 Strategies for prices
Chapter 4. Pricing Strategies	4.1. New-Product Pricing Strategies 4.2. Product Mix Pricing Strategies 4.3. Price Adjustment Strategies 4.4. Price Changes 4.5. Public Policy and Marketing
Chapter 5. Marketing Channels: Delivering Customer Value	5.1. Supply Chains and the Value Delivery Network 5.2. The Nature and Importance of Marketing Channels 5.3. Channel Behavior and Organization 5.4. Channel Design Decisions 5.5. Channel Management Decisions 5.6. Public Policy and Distribution Decisions 5.7. Marketing Logistics and Supply Chain Management
Chapter 6. Retailing and Wholesaling	6.1. Retailing 6.2. Retailer Marketing Decisions 6.3. Retailing Trends and Developments 6.4. Wholesaling
Chapter 7. Communicating Customer Value: Integrated Marketing Communications Strategy	7.1 The Promotion Mix 7.2 Integrated Marketing Communications 7.3 A View of the Communications Process 7.4 Steps in Developing Effective Marketing Communication 7.5 Setting the Total Promotion Budget and Mix 7.6 Socially Responsible Marketing Communication
Chapter 8. Advertising and Public Relations	8.1 Advertising 8.1.1 Setting Advertising Objectives 8.1.2 Setting the Advertising Budget 8.1.3 Developing Advertising Strategy 8.1.4 Evaluating Advertising Effectiveness and Return on Advertising Investment 8.1.5 Other Advertising Considerations 8.2 Public Relations 8.2.1 The Role and Impact of Public Relations 8.2.2 Major Public Relations Tools
Chapter 9. Personal Selling and Sales Promotion	9.1 Personal Selling 9.2 Managing the Sales Force 9.3 The Personal Selling Process 9.4 Sales Promotion
Chapter 10.. Direct and Online Marketing: Building Direct Customer Relationships	10.1 The New Direct-Marketing Model 10.2 Growth and Benefits of Direct Marketing 10.3 Customer Databases and Direct Marketing 10.4 Forms of Direct Marketing 10.5 Online Marketing 10.6 Setting up an Online Marketing Presence 10.7 Public Policy Issues in Direct Marketing

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	30	30	60
Case studies / analysis of situations	15	10	25
Presentations / exhibitions	1	1	2
Tutored works	5	15	20
Short answer tests	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

Master Session	Explanation , by the lecturer, of the contents of the subject object of study, theoretical bases and guidelines of work, exercises or projects to develop by the student
Case studies / analysis of situations	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.
Presentations / exhibitions	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
Tutored works	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 attention

Methodologies Description

Tutored works	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.
---------------	-----------------------------------------------------------------------------------------------------------------------------------------------------------------------

Assessment

	Description	Qualification	Training and Learning Results	
Case studies / analysis of situations	Study Cases	20	B1 B5 B9	C14
Presentations / exhibitions	Presentations in class	10	B1 B5 B9	C14
Tutored works	In SG	10	B1 B5 B13	C14
Short answer tests	Multiple choice	60	B1 B5 B13	C14

Other comments on the Evaluation

To pass the course requires to pass, indistinctly, each one of the two parts: theory (through the final examination), and practical (through the continuous evaluation by means of the practical cases or through the final examination). That is to say, it demands a minimum of 50% in each one of the parts to be able to do average with the another part. The mark obtained by the participation as well as the realisation and delivery of all those tasks established by the lecturer (cases, exercises, cases, exhibitions, memories, ...), is kept in the announcements of June and July but will not be saved for successive courses. Those students that do not fulfil the requirements demanded of participation and/or assistance to the course as well as of deliveries of tasks proposed and, therefore, do not pass the course will have right to an examination, that no necessarily will coincide with the examination of the rest of the students. The students that opt for following the NO continuous evaluation will be examined by means of a written test valued on 10 points, that no necessarily will coincide with the rest of the students. In this case, the students have to indicate on purpose the wish of not following the continuous evaluation at the beginning of the course (during the month of September).

The dates and schedules of the assessment test of the different announcements are specified in the calendar of assessment tests approved by the Board of the Centre for the course

Unsuitable behaviours, contrary and hurtful to the coexistence and to its correction, will be sanctioned with the loss of the right to the continuous evaluation by part of the responsible student.

Sources of information

Philip Kotler y Gary Armstrong, **Principios de Marketing**, 2008,
Kotler, P.; Armstrong, G., **Fundamentos de Marketing**, 2008,
Kotler, et al., **Principles of Marketing**, 2013,

Recommendations