



IDENTIFYING DATA

Marketing Management II

Subject	Marketing Management II			
Code	O04G020V01502			
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	Pita Castelo, Jose Rodríguez Campo, María Lorena			
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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

SUBJECT 1. Proposition 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
Problem and/or exercise solving	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
Problem and/or exercise solving	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 2020-21.

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,

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

Recommendations

Subjects that it is recommended to have taken before

Marketing Management I/O04G020V01403

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 ===

- * teaching Methodologies that keep: all.
- * Teaching methodologies that modify: none.
- * Mechanism no presential of attention to the students: road Remote Campus of the Uvigo.
- * Modifications (proceed) of the contained to impart: no.
- * Additional bibliography to facilitate to car-learning: chapter of books and articles.
- * Other modifications: no.

=== ADAPTATION OF The EVALUATION ===

- * Proofs already realized: same weight.
- * Pending proofs that keep: same weight.
- * Proofs that modify

[Debate 1] = [Defence Case 2]

[Debate 2] = [Defence Case 3]
