UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course:	MARKETING BUSINESS MANAGEMENT	**Code:**	54320
Type:	CORE COURSE	**ECTS credits:**	6
Degree:	329 - UNDERGRADUATE DEGREE PROGRAMME IN BUSINESS MANAGEMENT AND ADMINISTRATION (TA)	**Academic year:**	2020-21
Center:	15 - FACULTY OF SOCIAL SCIENCES AND INFORMATION TECHNOLOGIES	**Group(s):**	60
Year:	3	**Duration:**	First semester
Main language:	Spanish	**Second language:**	English
Use of additional languages:		**English Friendly:**	Y
Web site:		**Bilingual:**	N

Lecturer: **JUAN JOSE BLAZQUEZ RESINO** - Group(s): **60**

Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Sociales y Tecnologías de la Información/Despacho 2.15	ADMINISTRACIÓN DE EMPRESAS	926051650	juan.blazquez@uclm.es	

2. Pre-Requisites

There are no prerequisites.

It is recommended to have previously studied the subject Marketing Fundamentals (2nd GADE Course).

3. Justification in the curriculum, relation to other subjects and to the profession

The subject Marketing Management is considered as a continuity of the contents included in the subject of Marketing Fundamentals (taught in the second semester of 2nd Grade).
In this sense, it is intended to deepen the concepts related to the basic marketing tools: product, price, distribution and communication, giving the student greater ability to learn and respond to the challenges posed by the direction and commercial management of organizations.
Analogous to the subject Fundamentals of Marketing, the achievement of relevant skills and abilities within this scope of work in the company is intended.

4. Degree competences achieved in this course

Course competences

Code	Description
E01	Develop the ability to manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses.
E02	Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of ¿¿a company or organization.
E03	Develop and enhance the ability to establish the planning and organization of any task in a company with the ultimate goal of helping make business decisions.
E05	Develop the ability to analyze any information on the situation and possible development of a company and transform it into a business opportunity.
E06	Develop and enhance the ability for general management, technical management and the management of research, development and innovation projects in any company or organization.
E08	Ability to produce financial information, relevant to the decision-making process.
E12	Understand the role of institutions and agents in economic and social activities
G01	Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.
G03	Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions.
G04	Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas.
G05	Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations.

5. Objectives or Learning Outcomes

Course learning outcomes

Description

Apply the tools and methods for the quantitative analysis of the company and its environment.

Know the processes aimed at creating, communicating, supplying and exchanging products and services in the market that have value for customers, companies and society in general.

Search for information in order to analyze it, interpret is meaning, synthesize it and communicate it to others.

Additional outcomes

Relate marketing with the different areas and activities of the business system. Think about the marketing management of companies under a market perspective and the forces that operate in it. Transmit to the student the concepts, terminology and philosophy of the marketing area. Identify the set of product policy activities, pricing, distribution and commercial communication available to the company. Understand the general process of making decisions related to each of the marketing variables for the efficient development of a marketing plan.

6. Units / Contents

Unit 1: The marketing plan
Unit 2: Design and management of products
Unit 3: Design and management of services
Unit 4: Decisions about new products and services
Unit 5: Brand strategy
Unit 6: Prices
Unit 7: Commercial distribution system
Unit 8: Wholesale, retail and physical distribution companies
Unit 9: Commercial communication
Unit 10: Sales organization

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E01 E02 E03 E05 E06 E08 E12 G01 G03 G04	1.44	36	N	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	E01 E02 E05 E08 G01 G03	0.72	18	Y	N	
Writing of reports or projects [OFF-SITE]	Group Work	E01 E02 E05 E08 G01 G03 G04 G05	1.6	40	Y	N	
Project or Topic Presentations [ON-SITE]	Group Work	E01 E02 E03 E05 E08 G01 G03 G04 G05	0.16	4	Y	N	
Final test [ON-SITE]	Assessment tests	E01 E02 E03 E05 E06 G01 G03	0.08	2	Y	Y	
Study and Exam Preparation [OFF-SITE]	Self-study	E01 E02 E03 E05 E06 E08 G01 G03 G04 G05	2	50	N	-	
		Total:	**6**	**150**			
		Total credits of in-class work: 2.4					**Total class time hours: 60**
		Total credits of out of class work: 3.6					**Total hours of out of class work: 90**

As: Assessable training activity
Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System

Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	60.00%	100.00%	Theoretical-practical final exam.
Progress Tests	30.00%	0.00%	Continuous performance of WORK IN GROUP throughout the semester (with a partial delivery in the middle of the semester and full delivery at the end of the semester). It is mandatory to present the work orally with the rest of the classmates that make up the group. Otherwise, the qualification of this part would be annulled.
Assessment of problem solving and/or case studies	5.00%	0.00%	Realization EVALUABLE CLASS PRACTICES. The student will also have the option of carrying out a series of "SUPPORT ACTIVITIES", which will take place both during school hours and through its delivery in the virtual campus.
Assessment of active participation	5.00%	0.00%	Active participation of the student in class in practices and other support activities.
Total:	**100.00%**	**100.00%**	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject , an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

(1) Theoretical-practical exam (PROOF OF FINAL EVALUATION) related to the contents and concepts presented in class both which refers to theoretical concepts such as cases and exercises. The mark obtained in the exam will represent 60% of the
final score. A minimum of 4 out of 10 is required to compute with the rest of the parties.
(2) The final classification of WORK IN GROUP will be carried out by the teacher based on aspects such as content, format, organization of contents, as well as the consultations and monitoring carried out. The evaluation criteria of the presentation will come defined by the quality of the contents, the quality of the presentation and the clarity in the presentation of ideas. The qualification of work in group, both the delivery (partial and final) and the oral presentation in class, will constitute 30% of the final grade of the subject.
(3) Elaboration of CLASS PRACTICES developed throughout the course, in which the concepts and tools are incorporated of marketing raised, along with active participation in class. The grade obtained in the set of tasks developed in class, attendance and active participation, will mean 10% of the final grade of the subject.

Once the evaluations of the different parts subject to evaluation have been computed, the subject will be considered passed if it reaches as minimum 50% of the total.

Non-continuous evaluation:

Evaluation criteria not defined

Specifications for the resit/retake exam:

The system of the ordinary call will be maintained, that is, the grades corresponding to group work and tasks will be kept of classes developed throughout the semester, only for the extraordinary call.

Specifications for the second resit / retake exam:

Theoretical-practical exam.

9. Assignments, course calendar and important dates

Not related to the syllabus/contents

Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	36
Class Attendance (practical) [PRESENCIAL][Combination of methods]	18
Writing of reports or projects [AUTÓNOMA][Group Work]	40
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Final test [PRESENCIAL][Assessment tests]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	50

Global activity

Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	36
Class Attendance (practical) [PRESENCIAL][Combination of methods]	18
Writing of reports or projects [AUTÓNOMA][Group Work]	40
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Final test [PRESENCIAL][Assessment tests]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	50
Total horas:	150

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Esteban, A.; Lorenzo, C. (Coord)	Dirección Comercial	ESIC	Madrid	9788473569538	2013	
Kotler, P.; Armstrong, G.	Principios de Marketing (17. E.d.)	PEARSON		9788490356128	2018	