

Guía docente / *Course Syllabus*

2018-19

1. Descripción de la Asignatura / *Course Description*

Asignatura <i>Course</i>	DIRECCIÓN COMERCIAL II (docencia en inglés)
Códigos <i>Code</i>	504022; 902032
Facultad <i>Faculty</i>	Facultad de Ciencias Empresariales
Grados donde se imparte <i>Degrees it is part of</i>	Grado en Administración y Dirección de Empresas (Inglés); Doble Grado en Administración y Dirección de Empresas (Inglés) y Derecho
Módulo al que pertenece <i>Module it belongs to</i>	Dirección e investigación comercial
Materia a la que pertenece <i>Subject it belongs to</i>	Dirección comercial
Departamento responsable <i>Department</i>	Organización de Empresas y Marketing
Curso <i>Year</i>	3º
Semestre <i>Term</i>	1º
Créditos totales <i>Total credits</i>	6
Carácter <i>Type of course</i>	Obligatoria
Idioma de impartición <i>Course language</i>	Inglés
Modelo de docencia <i>Teaching model</i>	B1

Clases presenciales del modelo de docencia B1 para cada estudiante: 27 horas de enseñanzas básicas (EB), 18 horas de enseñanzas prácticas y de desarrollo (EPD) y 0 horas de actividades dirigidas (AD). Hasta un 10% de la enseñanza presencial puede sustituirse por docencia a distancia (también presencial, pero posiblemente asincrónica), de acuerdo con la programación de la Asignatura publicada antes del comienzo del curso.

Number of classroom teaching hours of B1 teaching model for each student: 27 hours of general teaching (background), 18 hours of theory-into-practice (practical group tutoring and skill development) and 0 hours of guided academic activities. Up to 10% of face-to-face sessions can be substituted by online teaching, in accordance with the course schedule published before it begins.

2. Responsable de la Asignatura / *Course Coordinator*

Nombre <i>Name</i>	María Ángeles Ramón Jerónimo
Departamento <i>Department</i>	Organización de Empresas y Marketing
Área de conocimiento <i>Field of knowledge</i>	Comercialización e Investigación de Mercados
Categoría <i>Category</i>	Profesora Contratada Doctora
Número de despacho <i>Office number</i>	7.4.10
Teléfono <i>Phone</i>	+34954348555
Página web <i>Webpage</i>	
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3. Ubicación en el plan formativo / *Academic Context*

Breve descripción de la asignatura <i>Course description</i>	Increasingly competitive markets and dynamic environments call for increasingly more effective management. This is true in the case of both non-profit and profit organizations. Hence, marketing's role in the business arena is more important than ever before. Learning the tricks of the trade involves developing a wide range of skills that enable effective decision-making in business contexts. Specifically, the study of the basic decisions relative to commercial's policies, the knowledge about the market and commercial strategies.
Objetivos (en términos de resultados del aprendizaje) <i>Learning objectives</i>	<ul style="list-style-type: none">• Acquire an overview of the set of marketing-related problems faced by profit and non-profit organizations alike.• Learn how to apply marketing concepts, principles & strategies.• Develop an ability to put theoretical notions into practice and apply knowledge to real business scenarios.• Foster an interest in researching and managing information needed for effective marketing decision-making.• Build effective communication skills both when presenting/expressing ideas in groups / individually, and when understanding the ideas expressed by others.
Prerrequisitos <i>Prerequisites</i>	It is required that students have a working command of the English language as the material and teaching in this course is entirely in English.
Recomendaciones <i>Recommendations</i>	We recommend an active attitude and implication to students enrolled in this course, participating actively during classes
Aportaciones al plan formativo <i>Contributions to the educational plan</i>	Increasingly competitive markets and dynamic environments call for increasingly more effective management. This is true in the case of both non-profit and profit organizations. Hence, marketing's role in the business arena is more important than ever before. Learning the tricks of the trade involves developing a wide range of skills that enable effective decision-making in business contexts. Specifically, the study of the basic decisions relative to

commercial's policies, the knowledge about the market and commercial strategies.

4. Competencias / Skills

<p>Competencias básicas de la Titulación que se desarrollan en la Asignatura <i>Basic skills of the Degree that are developed in this Course</i></p>	<p>CB2 - Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio CB3 - Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía</p>
<p>Competencias generales de la Titulación que se desarrollan en la Asignatura <i>General skills of the Degree that are developed in this Course</i></p>	<p>CGI1 - Capacidad de análisis y síntesis CGI2 - Capacidad de organización y planificación CGI7 - Capacidad para la resolución de problemas. CGI8 - Capacidad para tomar decisiones CGI9 - Habilidad para analizar y buscar información proveniente de fuentes diversas CGP1 - Capacidad para trabajar en equipo CGP4 - Habilidad en las relaciones personales CGP6 - Capacidad crítica y autocrítica CGP8 - Trabajar en entornos de presión CGS3 - Capacidad de aprendizaje autónomo CGS4 - Creatividad CGS5 - Motivación por la Calidad CGS6 - Capacidad de Adaptación a nuevas situaciones CGS8 - Liderazgo</p>
<p>Competencias transversales de la Titulación que se desarrollan en la Asignatura <i>Transversal skills of the Degree that are developed in this Course</i></p>	<p>CT1 - Comunicación oral y escrita en castellano. CT2 - Comunicación oral y escrita en una lengua extranjera. CT3 - Iniciativa y espíritu emprendedor. CT4 - Conocimientos de informática relativos al ámbito de estudio. CT6 - Compromiso ético en el trabajo. CT7 - Sensibilidad hacia temas ambientales y sociales. CT8 - Actuar de acuerdo con criterios de responsabilidad social, principios de igualdad de oportunidades entre hombres y mujeres, principios de igualdad de oportunidades y accesibilidad universal de las personas con discapacidad y los valores propios de una cultura de la paz y de valores democráticos.</p>
<p>Competencias específicas de la Titulación que se desarrollan en la Asignatura <i>Specific competences of the Degree that are developed in the Course</i></p>	<p>CE03 - Manejar las variables comerciales que permitan alcanzar los objetivos deseados, dominar las técnicas de investigación comercial, entender el comportamiento de los consumidores, y conocer el marketing sectorial.</p>
<p>Competencias particulares de la asignatura, no incluidas en la memoria del título <i>Specific skills of the Course,</i></p>	<p>- Be aware of the consequences of the commercial policies and decisions - Grasp the market</p>

not included in the Degree's skills

- Be aware of the important role of clients, competitors and environment in the definition of commercial strategies.

5. Contenidos de la Asignatura: temario / *Course Content: Topics*

PARTE I	THE MARKETING PLAN
TEMA 1	THE MARKETING PLAN
PARTE II	THE MARKETING PLAN DEVELOPMENT
TEMA 2	THE PRODUCT
TEMA 3	PRICING
TEMA 4	DISTRIBUTION
TEMA 5	COMMUNICATION

6. Metodología y recursos / *Methodology and Resources*

Metodología general <i>Methodology</i>	<p>In order to reach course objectives and skills, the methodology of Marketing Management II is based on Basic Learning and Practice and Development Learning. In presential sessions the faculty will lead basic learning through theoretical currents covered in this course. Please note that we will not always have time cover every theme in-depth. Thus, the methodology we will adhere to is as follows: (1) presentation of theory-based topics, (2) knowledge-building grounded in course bibliography (general/specific) under the guidance of the Professor, and (3) discussion/debate and active student participation.</p> <p>The aim of Practice and Development sessions is to improve the learning process through analyzing in depth course topics. It is necessary an autonomous learning .</p> <p>Students are expected to make good use of the following in order to successfully complete the course: explanations provided in class, course material available at the Campus Copy Center (Building no. 7 Building Celestino Mutis) and on the course WebCT site, as well as required and recommended bibliography. In-class presentations on each topic need not be exhaustive; students will have the opportunity to delve into the recommended bibliography and carry out in-depth analysis of cases during specific class sessions.</p>
Enseñanzas básicas (EB) <i>General teaching</i>	In-class Basic Learning sessions the instructor will propose some extra work, participative lessons and lectures.
Enseñanzas prácticas y de desarrollo (EPD) <i>Theory-into-practice</i>	Students will work both individually and in groups depending on the activity. A final project presentation is required for group work assessment
Actividades académicas dirigidas (AD) <i>Guided academic activities</i>	There is not separation between EPD and AD.

7. Criterios generales de evaluación / *Assessment*

Primera convocatoria ordinaria (convocatoria de curso) <i>First session</i>	<p>El 40% de la calificación procede de la evaluación continua. El 60% de la calificación procede del examen o prueba final. Practice and Development Learning -worth 40% of the final mark- will be assessed by means of continuous evaluation: a series of individual assignments completed in the time allotted to</p>
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autonomous learning and group work carried out during class time allotted. Attendance and active participation will be considered when assessing students and assigning a final mark. A minimum score of 5/10 in the Practice and Development Learning activities must be achieved in order to pass the continuous evaluation . Those students no following the continuous evaluation process or no passing the Practice and Development Learning activities related to it can opt to the 100% of the total grade in the course recovery (july) call, sitting an exam in which all competencies and contents of the course will be evaluated.

IMPORTANT, please note:

- For students officially enrolled in this course, continuous assessment obtained on Practice and Development Learning will be valid through final evaluation periods for the current academic year, but not for the following academic year.
- International exchange students (Socrates/Erasmus/PIMA) sit the same exams and are evaluated according to the same criteria as other students are.

PLEASE NOTE: In compliance with the sections 2 and 3 of the Article 18 of the Normativa de evaluación de los estudiantes de grado de la Universidad Pablo de Olavide (signed in Consejo de Gobierno de la Universidad Pablo de Olavide de Sevilla on May 27, 2014 available at

<https://upo.gob.es/opencms/AlfrescoFileTransferServlet?action=download&ref=29c3de26-80d5-43c0-a3b8-682187fe36f8>):

“(2)With regard to essays or other homework, plagiarism and/or the use of unoriginal material—including information obtained from online sources—without explicit and proper citing may warrant a grade of FAIL for the module, in addition to any other applicable academic sanctions warranted by academic misconduct on the part of students. 3) After consulting professors, students and any other university bodies deemed necessary, the Director of the Department responsible for the module in question will decide on the need for further measures including an official academic integrity hearing.”

Students officially enrolled in this course will sit a Written Exam for Basic Learning assessment- worth 60% of the final mark-

Written Exam will consist in 20 multiple choice questions and 2 praxis-based cases. A minimum mark of 5 (on a 10-point scale) must be achieved in order to pass this exam. To qualify for averaging of theory and praxis marks, a minimum score of 3.5/10 must be achieved on each part; the average of the two must be greater than or equal to 5/10 in order to pass. A score of 0/10 on either of the praxis case questions (due to leaving it blank or providing an unacceptable solution) will result in a FAIL mark on the Written Exam, and consequently, the course.

Segunda convocatoria ordinaria
(convocatoria de recuperación)
Second session (to re-sit the exam)

Those students no following the continuous evaluation process in the first call or no passing the Practice and Development Learning activities related to it can opt to the 100% of the total grade in the course recovery (july) call, sitting an exam in which all competencies and contents of the course will be evaluated. Continuous assessment obtained on Practice and Development Learning will be valid through final evaluation periods for the current academic year, but not for the following academic year.

Convocatoria extraordinaria de

Se activa a petición del alumno siempre y cuando éste esté

<p>noviembre <i>Extraordinary November session</i></p>	<p>matriculado en todas las asignaturas que le resten para finalizar sus estudios de grado, tal y como establece la Normativa de Progreso y Permanencia de la Universidad.</p> <p>Se evaluará del total de los conocimientos y competencias que figuren en la guía docente del curso anterior, mediante el sistema de prueba única.</p> <p>Continuous assessment obtained on Practice and Development Learning will be valid through final evaluation periods for the current academic year, but not for the following academic year.</p>
<p>Criterios de evaluación de las enseñanzas básicas (EB) <i>General teaching assessment criteria</i></p>	<p>Durante la evaluación continua: Written exam (60%)</p> <p>Durante el examen o prueba final (1ª convocatoria): Written exam (60%)</p> <p>Durante el examen o prueba final (2ª convocatoria): Written exam (60%)</p>
<p>Criterios de evaluación de las enseñanzas prácticas y de desarrollo (EPD) <i>Theory-into-practice assessment criteria</i></p>	<p>Durante la evaluación continua: Students will work both individually and in groups depending on the activity. A final project presentation (marketing plan) is required for group work assessment. Students who have attended all the EPD will have 100% of the mark. Final mark of practice and development sessions are calculated as follows: (Grade of the project X number of EPD attended) / total number of EPD</p> <p>In addition, the 10 points of the grade of the Project will be distributed along the following corrections: 1st evaluation; 3 points: After activity 3; 2nd evaluation; 2 points: After activity 6; 3rd evaluation; 5 points: final submission of the complete project: before Christmas.</p> <p>Durante el examen o prueba final (1ª convocatoria): No evaluation in the final exam.</p> <p>Durante el examen o prueba final (2ª convocatoria): Those students that have failed the Marketing plan will find on the “Aula Virtual” the proposed task for this part of the grade. Students will find a proposal for a marketing plan to complete individually following the activities used in class</p>
<p>Criterios de evaluación de las actividades académicas dirigidas (AD) <i>Criteria of assessment of guided academic activities</i></p>	<p>Durante la evaluación continua: There is not AD</p> <p>Durante el examen o prueba final (1ª convocatoria): There is not AD</p> <p>Durante el examen o prueba final (2ª convocatoria): There is not AD</p>
<p>Puntuaciones mínimas necesarias para aprobar la Asignatura <i>Minimum passing grade</i></p>	<p>1ª convocatoria: 5 points at each part, continuous learning evaluation and written exam.</p> <p>2ª convocatoria: 5 points at each part, continuous learning evaluation and written exam.</p>
<p>Material permitido <i>Materials allowed</i></p>	<p>No material allowed</p>
<p>Identificación en los exámenes <i>Identification during exams</i></p>	<p>En cualquier momento de la realización de una prueba de evaluación los profesores podrán requerir la acreditación de la identidad de cualquier estudiante, mediante la exhibición de su carnet de estudiante, documento nacional de identidad, pasaporte u otro documento válido a juicio del examinador. Si no lo hiciese, el estudiante podrá continuar la prueba, que será calificada solo si la documentación es presentada en el plazo que el examinador establezca.</p>
<p>Observaciones adicionales <i>Additional remarks</i></p>	

Los estudiantes inmersos en un programa de movilidad o en un programa de deportistas de alto nivel, así como los afectados por razones laborales, de salud graves o por causas de fuerza mayor debidamente acreditadas, tendrán derecho a que en la convocatoria de curso se les evalúe mediante un sistema de evaluación de prueba única. Para ello, deberán comunicar la circunstancia al profesor responsable de la asignatura antes del fin del periodo docencia presencial.

Students enrolled in a mobility program or a program for high-level athletes, as well as students affected by work or serious health problems or reasons of force majeure duly accredited, will have the right to be evaluated during the first session through a single test evaluation system. To do this, they must report changes in their circumstances to the program coordinator before the end of the teaching period.

8. Bibliografía / Bibliography

All	<ul style="list-style-type: none">• Kotler, P & Keller K. L. (2016) “Marketing Management 15th Global Edition”, <i>Pearson Education</i>• Kotler, P, Armstrong, G. & Opresnik, M. O. (2018) “Principles of Marketing 17e. Global Edition”, <i>Pearson Education</i>
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