

COMMERCIAL TECHNIQUES

COURSE: SECOND

SEMESTER: SECOND

TYPE: OBLIGATORY

CREDITS: 3

LANGUAGE: ENGLISH

PROFESSOR: [DR. RUBEN NICOLÀS](#)

GOALS:

Becoming familiar with concepts, techniques and marketing tools being able to apply them to proposed cases and real situations. Understanding the fundamentals, practicing with them and reflecting on the experience.

COMPETENCES:

BASIC

- **BC5** - Have a general view of the subject in order to undertake further study with a high degree of autonomy.

GENERAL

- **GC1** - Develop the language skills needed to express their ideas and proposals in adequate way in English.

SPECIFIC

- **SC4** - Manage the fundamental tools of Strategic Marketing for applying them in the field of marketing in national markets, especially in international markets.
- **SC8** - Detect and correctly analyse the factors that influence the behaviour of consumers (national and international) from the marketing perspective.

LEARNING OUTCOMES:

- **R1** - Market segmentation and analyse the consumer needs.
- **R2** - Identify elements and fundamental stages of market researches.
- **R3** - Identify niche of markets for carry out new projects.
- **R4** - Applying new innovative methodologies.
- **R5** - Use the tools, instruments and techniques of marketing from the strategic point of view: needs of individuals and organizations, guidelines for the behaviour of consumer purchase, segments where the market can be divided, positioning strategies within each target segment, and analysis of each segment market appeal and competitiveness of the company.
- **R6** - Identifies the training needs in in his/her field of study and professional environment or organize his/her own learning process with a high degree of autonomy in all kinds of contexts (structured or not).

CONTENTS:

1. Fundamentals

- Classical approach updated

2. Understanding challenges

- Innovation and global scenarios

3. Identifying opportunities

- Understanding markets and customers
- Getting new clients

4. PROPOSING VALUE

- Value Proposition Design (V.P.D)

5. Delivering value

- Channels and logistics analysis

6. Communicating value

- Branding and Communication

7. Building sustainable relationships

- Keeping and growing clients
- Developing alliances

8. Sustainable results

- Benefits model
- Pricing and budgeting

ASSESSMENT AND EVALUATING SYSTEM:

- 1st. midterm exam 25% - BC5, GC1, SC4,SC8, R1, R2, R5, R6
- 2nd. Midterm exam 25% - BC5, GC1, SC4,SC8, R1, R2, R3, R4, R5, R6
- Final group work ¹ 25% - BC5, GC1, SC4,SC8, R1, R2, R3, R4, R5, R6
- Group activities 15% - BC5, GC1, SC4,SC8, R1, R2, R3, R4, R5, R6
- Individual activities 10% - BC5, GC1, SC4,SC8, R1, R2, R4, R5, R6

In order to be considered as gradable, the mark obtained in the continuous record of activities: individual and group activities, the student must obtain a minimum grade of 50 points (out of 100 possible points). The teacher will take into account the progression in continuous evaluation of the learner.

In order to pass this course the student need 50 points or a higher punctuation on the weighted final grade.

Any student who has more than 20% unexcused absences will automatically be excluded from the second midterm regardless of his/her mark in the delivered classwork.

¹ Written paper represents 60% and public presentation 40%.

In both cases good formal presentation and clear structure (30%); deep topic analysis in written paper and clear presentation of main ideas in the case of oral presentation. (40%); relevant conclusion and personal alternatives or opinions (30%).

If the student pass successfully the practical part of the continued evaluation but he has failed one or the two-midterm exams, he will have the chance to recover the exams in the complementaries period, in order to improve the marks.

METHODOLOGY:

During the sessions, the lecturer will share the contents through diverse learning methodologies. Learners will also develop individual and group activities experimenting and reflecting on the process. Students will develop a group work to deliver at the end of the course. They will share feedback with the facilitator during the work's development process. Additionally, it is recommended that learners dedicate several time of individual work, in order to consolidate and enhance the knowledge with the references and personal research.

REFERENCES:

- Osterwalder, A.; Pigneur, Y. (2014) Value proposition design. Wiley.
- Kotler, Ph.; Keller, K.L. (2016) Marketing management. Pearson.
- Solomon, M.R; Marshall, G. et al. (2015) Marketing: real people, real choices. Pearson.
- Hollensen, S. (2015) Marketing management. Pearson.
- Godin, S. (2008) Tribes. Penguin group.
- Luther, W- (2011). The Marketing Plan. How to prepare and implement it. AMACOM.
- Munro, A. (2009). Structures for strategy. The Marketing Plan. Morgan James.