

COMMERCIAL TECHNIQUES

COURSE: SECOND

SEMESTER: SECOND

TYPE: OBLIGATORY / MANDATORY

CREDITS: 3

LANGUAGE: ENGLISH

SENIOR LECTURER: [BRUNO WIGET](#)

TOPICS / GOALS:

Become familiar with concepts, techniques and marketing-sales tools (classic and “X.0”), being able to apply them to a case (fictitious company) and real situations. Furthermore to understand 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. Introduction / Basics**

- concepts, techniques and marketing-sales tools (classic and “X.0”)

2. Understand Customer needs

- A primer on market segmentation
- How to segment markets
- Market segmentations pitfalls
- Notice business opportunities that are right in front of our nose

3. Marketing- and Strategy Tools in Winning Business

- Classic
- Version “X.0”
- Inboud Marketing (short overview)
- Costs vs. Output

4. Customer value

- Create
- Deliver
- Manage and measure

5. Value Chain and Value Proposition Design

- Stakeholders
- Vertical and horizontal intergration

6. Branding and Communication value

- The key to beeing seen, heard and understood
- The secret weapon that will grow business
- The simple SB7 framework
- Storytelling
- Get your message out to the world

7. Relationship Management

- Keeping and growing clients
- Developing alliances
- Analyze differently from everyone else the events going around you

ASSESSMENT AND EVALUATING (SCORING) 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 take the final exam, the student must have COMPLETED ALL FOUR TASKS (2 team works, 1 individual and the mid test). If not, the student has the possibility to participate in the complementary examen. The teacher will take into account the progression in continuous evaluation of the student.

To pass the course the student needs an AVERAGE of 50 points or a higher on the above mentioned tasks, the additional final exam included. If this is not the case, the student has the possibility to participate in the complementary examen.

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.

Information: Complementary examen

If the student has to participate in the complementary examen, the content of this exam will be a summary of the entire course.

METHODOLOGY:

During the sessions, the profesor will share the contents through diverse learning methodologies. Students will also develop individual and group activities experimenting and reflecting on the process. Students will develop a group work (fictitious company) to deliver at the end of the course. They will share feedback with the profesor during the work's development process.

¹ Written paper represents 40% and public presentation 40%. Q & A session 20 %

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.

The teaching staff will consider the development and progress of each student individually.

Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.

Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.

The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.

PRATICES / ACTIVITIES:

Personal and independent work	Evaluatio n	Competences	Form / Condition	Time / Dedicacion
Practice 1 (Team / mandatory) Ongoing “living case”, that at the end, will be the final Team-Work! 1. Create Teams (max. 5-6 members) 2. Choose Teamleader 3. “Develop a fictitious company” 4. Choose a product or product line(Grocery wholesale) 5. Implement the “new” knowledge to your work (during the whole course) 6. Final presentation	25 %	BC5, GC1 Further on, implementing step by step: SC4, SC8, R1, R2, R3, R4, R5, R6	Teamwork Final work as a document (handout) and Team – Presentation (PowerPoint or similar) Delivery: Mandatory, due to schedule Unrecoverable	20
Practice 2 (individual/mandatory): “Notice business opportunities that are right in front of our nose” Choose an idea and analyze the Marketing and Sales Tools you would use for the idea	10 %	BC5, GC1, SC4, SC8, R1, R2, R3, R4, R5, R6	Individual PDF document Delivery: Mandatory, due to schedule Unrecoverable	10
Practice 3 (Team / mandatory) Choose a product, product line or brand (not grocery wholesale) Analyze it concerning to: - Customer value - Value Chain and Value	15 %	BC5, GC1, SC4, SC8, R1, R2, R3, R4, R5, R6	Team PDF document Delivery: Mandatory, due to schedule Unrecoverable	10

Proposition Desing - Branding and communication value				
1 st Midterm exam + 2 nd Midterm exam	50% (25% + 25%)	BC5, GC1, SC4, SC8, R1, R2, R3, R4, R5, R6	Individual To pass the course the students needs and AVERAGE of 50 points or a higher on the exams. If this is nos the case, the student has the posibility to participate in the complementa ry exam if has completed all four tasks	20
Hours in classes				30
Total hours calculated				90

REFERENCES:

- **Godin, S. (2018) This Is Marketing: You Can't Be Seen Until You Learn to See. Penguin group.**
- Klaric, J. (2018) Vende a la mente no a la gente. Planeta
Klaric, J. (2018) Mindcode, The Science Of Getting The Brain To Buy. Paidos

- Kotler, P; Kartajaya H; Setiawan, I. (2018) Marketing 4.0. LIDEditorial
- **Kotler, P; Keller, K.L. (2016) Marketing management. Pearson.**
- Lindstrom, M. (2010) buy-ology Truth and Lies About Why We Buy. Random House.
- Meier, A; Stormer, H. (2008) eBusiness & eCommerce Management der digitalen Wertschöpfungskette. Springer.
- **Miller, D; (2017) Building A Story Brand. Harper Colins**
- Osterwalder, A.; Pigneur, Y. (2014) Value proposition design. Wiley.
- Ramsoy Dr., T. Z. (2015) Introduction to Neuromarketing & Consumer Neuroscience. Neurons Inc.

Bold = Key books