

Guía docente / *Course Syllabus*

2018-19

1. Descripción de la Asignatura / *Course Description*

Asignatura <i>Course</i>	DIRECCIÓN COMERCIAL I (docencia en inglés)
Códigos <i>Code</i>	504016; 902025
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>	Formación básica en ciencias económicas y empresariales
Materia a la que pertenece <i>Subject it belongs to</i>	Empresa
Departamento responsable <i>Department</i>	Organización de Empresas y Marketing
Curso <i>Year</i>	2º
Semestre <i>Term</i>	2º
Créditos totales <i>Total credits</i>	6
Carácter <i>Type of course</i>	Básica
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>	Emily Mary Grott
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 Asociada Lou
Número de despacho <i>Office number</i>	Building 14, 2nd floor, office 7
Teléfono <i>Phone</i>	
Página web <i>Webpage</i>	
Correo electrónico <i>E-mail</i>	egrott@upo.es

3. Ubicación en el plan formativo / *Academic Context*

Breve descripción de la asignatura <i>Course description</i>	<p>Marketing Management I is an introductory course in which students will learn the fundamental aspects of marketing through the use of theoretical concepts and case studies.</p> <p>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.</p>
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 nonprofit 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	No existe ningún requisito formal previo para cursar la Asignatura.

<i>Prerequisites</i>	
Recomendaciones <i>Recommendations</i>	We recommend active participation and implication of students enrolled in this course. Students are required to have a good command of the English language as the material and teaching in this course is entirely in English.
Aportaciones al plan formativo <i>Contributions to the educational plan</i>	This course will provide students awareness of the consequences of commercial policies and decisions carried out in both profit and non-profit organizations. Additionally, they will acquire a grasp the market and understand the importance of clients, competitors and environment in the definition of commercial strategies.

4. Competencias / Skills

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>CB1 - Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio</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</p> <p>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</p> <p>CB4 - Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado</p> <p>CB5 - Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía</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>CGI1 - Capacidad de análisis y síntesis</p> <p>CGI2 - Capacidad de organización y planificación</p> <p>CGI7 - Capacidad para la resolución de problemas.</p> <p>CGI8 - Capacidad para tomar decisiones</p> <p>CGI9 - Habilidad para analizar y buscar información proveniente de fuentes diversas</p> <p>CGP1 - Capacidad para trabajar en equipo</p> <p>CGP3 - Trabajo en un contexto internacional</p> <p>CGP4 - Habilidad en las relaciones personales</p> <p>CGP6 - Capacidad crítica y autocrítica</p> <p>CGP8 - Trabajar en entornos de presión</p> <p>CGS3 - Capacidad de aprendizaje autónomo</p> <p>CGS4 - Creatividad</p> <p>CGS6 - Capacidad de Adaptación a nuevas situaciones</p> <p>CGS8 - Liderazgo</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>CT1 - Comunicación oral y escrita en castellano.</p> <p>CT2 - Comunicación oral y escrita en una lengua extranjera.</p> <p>CT3 - Iniciativa y espíritu emprendedor.</p> <p>CT5 - Capacidad para trabajar en entornos diversos y multiculturales.</p> <p>CT6 - Compromiso ético en el trabajo.</p>

	<p>CT7 - Sensibilidad hacia temas ambientales y sociales.</p> <p>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</p> <p><i>Specific competences of the Degree that are developed in the Course</i></p>	<p>CE01 - Elaborar un diagnóstico de la situación y resultados de la empresa, identificar y diagnosticar problemas empresariales, modelarlos y ofrecer soluciones de forma razonada</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>CE04 - Desempeñar las funciones básicas que conforman el proceso de administración: planificación, dirección, organización y control.</p> <p>CE05 - Entender las perspectivas más relevantes en el estudio de las organizaciones</p> <p>CE06 - Entender y aplicar las principales líneas de pensamiento estratégico actual, el papel de la competencia y la búsqueda de la ventaja competitiva; entender las raíces del éxito y el fracaso empresarial, conociendo a fondo los conceptos y herramientas para la formulación y desarrollo de una estrategia</p>
<p>Competencias particulares de la asignatura, no incluidas en la memoria del título</p> <p><i>Specific skills of the Course, not included in the Degree's skills</i></p>	<ul style="list-style-type: none"> - Capacity for analysis and synthesis - Capacity for management and planning - Oral and written English communication - Identify different sources of information - Capacity for solving problems and making decisions - Teamwork, collaborative skills - Critical thinking skills - Ethical behaviour - Working well under pressure - Creativity - Leadership - Social and environmental sensibility - Social responsibility, gender equity, universal accessibility for handicapped people criteria as drivers to act and the appropriated values for a culture of peace and democracy. - Carry out diagnostics of situations and problems - Mix commercial variables to reach desired goals - Carry out basic functions enfolded in the management process: planning, leadership, organization and control. - Understanding and applying corporate governance, corporate social responsibility, business ethics.

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

PARTE I	UNDERSTANDING MARKETING
TEMA 1	MARKETING CONCEPTS AND TOOLS
PARTE II	STRATEGIC PLANNING AND ANALYZING MARKETING OPPORTUNITIES

TEMA 2	MARKETING STRATEGIC PLANNING
TEMA 3	ANALYZING MARKETS AND BUYING BEHAVIOR
PARTE III	SCANNING AND SELECTING TARGET MARKETS
TEMA 4	MARKETING RESEARCH
TEMA 5	IDENTIFYING MARKET SEGMENTS AND SELECTING TARGET MARKETS

6. Metodología y recursos / *Methodology and Resources*

Metodología general <i>Methodology</i>	In order to achieve the course objectives and skills, the methodology of Marketing Management I 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.
Enseñanzas básicas (EB) <i>General teaching</i>	
Enseñanzas prácticas y de desarrollo (EPD) <i>Theory-into-practice</i>	The aim of Practice and Development sessions is to improve the learning process through analyzing in depth course topics. Autonomous learning is necessary. Students are expected to make good use of the following in order to successfully complete the course: explanations provided in class, course material available 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.
Actividades académicas dirigidas (AD) <i>Guided academic activities</i>	No tiene,

7. Criterios generales de evaluación / *Assessment*

Primera convocatoria ordinaria (convocatoria de curso) <i>First session</i>	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
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	<p>time allotted to 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.</p> <p>Students officially enrolled in this course will sit a Written Exam for Basic Learning assessment- worth 60% of the final mark. The Written Exam comprises 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.</p>
<p>Segunda convocatoria ordinaria (convocatoria de recuperación) <i>Second session (to re-sit the exam)</i></p>	<p>The exam for the second exam call follows the same structure and rules as the first exam call.</p>
<p>Convocatoria extraordinaria de noviembre <i>Extraordinary November session</i></p>	<p>Se activa a petición del alumno siempre y cuando éste esté 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>Criterios de evaluación de las enseñanzas básicas (EB) <i>General teaching assessment criteria</i></p>	<p>Durante la evaluación continua: Written exam. Durante el examen o prueba final (1ª convocatoria): Written exam which comprises a multiple choice test and two praxis case studies. Durante el examen o prueba final (2ª convocatoria): Written exam which comprises a multiple choice test and two praxis case studies.</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. Students who have attended all the EPD sessions will have 100% of the grade. Several EPD sessions will be based on group discussion. For these sessions a case study will be made available on the WebCT prior to the class and students are expected to read the material and make notes before the EPD session. The final grade of practice and development sessions are calculated as follows: Accumulative grade of EPD work / Number of EPD sessions attended</p> <p>Durante el examen o prueba final (1ª convocatoria): No written exam for the Practice and Development Learning sessions. Durante el examen o prueba final (2ª convocatoria): Those students who do not follow the continuous evaluation process, Practice and Development Learning, or do not achieve a pass grade, can opt for 100% of their subject grade to be based on final repeat exam held in July. This</p>

	<p>final exam will test the student's complete knowledge and competencies of the course content.</p>
<p>Crterios de evaluaci3n de las actividades acad3micas dirigidas (AD) <i>Criteria of assessment of guided academic activities</i></p>	<p>Durante la evaluaci3n continua: Durante el examen o prueba final (1ª convocatoria): Durante el examen o prueba final (2ª convocatoria):</p>
<p>Puntuaciones m3nimas necesarias para aprobar la Asignatura <i>Minimum passing grade</i></p>	<p>1ª convocatoria: 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. 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 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. 2ª convocatoria: 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. 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 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.</p>
<p>Material permitido <i>Materials allowed</i></p>	<p>No material is permitted during the exams.</p>
<p>Identificaci3n en los ex3menes <i>Identification during exams</i></p>	<p>En cualquier momento de la realizaci3n de una prueba de evaluaci3n los profesores podr3n requerir la acreditaci3n de la identidad de cualquier estudiante, mediante la exhibici3n de su carnet de estudiante, documento nacional de identidad, pasaporte u otro documento v3lido a juicio del examinador. Si no lo hiciese, el estudiante podr3 continuar la prueba, que ser3 calificada solo si la documentaci3n es presentada en el plazo que el examinador establezca.</p>
<p>Observaciones adicionales <i>Additional remarks</i></p>	<p>IMPORTANT, please note: • For students officially enrolled in this course, continuous</p>

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.

- All students enrolled in the course must turn in a fully completed photo card to the professor within the first two weeks of class (including a valid email address).
- International exchange students (Socrates/Erasmus/PIMA) sit the same exams and are evaluated according to the same criteria as other students.

PLEASE NOTE: In compliance with Article 18, paragraphs 2 and 3 of the NORMATIVA DE EVALUACIÓN DE LOS ESTUDIANTES DE GRADO DE LA UNIVERSIDAD PABLO DE OLAVIDE, approved by the Consejo de Gobierno de la Universidad Pablo de Olavide de Sevilla on May 27, 2014 (which is available on <https://upo.gob.es/opencms/AlfrescoFileTransferServlet?action=download&ref=29c3de26-80d5-43c0-a3b8-682187fe36f8>):

1. “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 (and, where required, the express permission of the author), 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. [...]
2. 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.”

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

- Kotler, P. & Armstrong, G. (2010) “Principles of Marketing.

Global Edition, 13th E.”, *Pearson*

- Kotler, P. & Keller, K. L. (2009) “Marketing Management. 13th Edition.”, *Prentice Hall*
- Malhotra, N. K. (2004) “Marketing Research: An Applied Orientation. 3rd Edition.”, *Prentice Hall*