UAB005:: COMMERCIAL MANAGEMENT

INSTITUTION: Universitat Autònoma de Barcelona (UAB)

DESCRIPTION:

This course offers an introduction to the commercial issues of business, the development of basic related concepts and the analysis of case studies. The course will deepen understanding of the most relevant aspects of modern marketing, paying special attention to organizational and communication processes.

PREREQUISITES: None

LANGUAGE: English

CREDITS: 3

OUTCOMES:

- To understand and evaluate the main concepts and tools of marketing.
- To analyze a business both internally and externally, determining its commercial status.
- To evaluate the relevance of long term relationships with clients.
- To formulate competitive commercial strategies.
- To relate commercial decisions with the rest of the functional areas of the enterprise.
- To decide upon the different elements which compose the marketing plan and to evaluate their interactions.

PROGRAM:

Marketing and commercial activities within the company.

1. The role of marketing in organizations and society.
2. Commercial management.
3. Strategic planning within the company and the strategic marketing plan.
4. The organization of marketing activities.

Marketing opportunities analysis.

1. The company's marketing environment.
2. Sector and concurrence analysis.
3. Analysis of consumer markets and behavior.
4. Industrial market analysis and consumer behavior.
5. Demand analysis and forecast.
6. Information systems: Market research.
7. Segmentation of markets and the objective target audience.

The formulation of Marketing Strategies

1. Product strategies.
2. Business differentiation.
3. Life product management.

Marketing action plans.

1. Products, trade-marks and envelop management.
2. The development of new products.
3. Price decisions.
4. Management of distribution channels.
5. Distribution policies.
6. Integrated communication policies.
7. Publicity management.
8. Sales and public relations promotion management.
9. Personal sales and direct marketing.

BASIC BIBLIOGRAPHY:

M. SANTESMASES, *Marketing: Conceptos y Estrategias,* (2004) ed. Pirámide, 5ª edición

ASSESSMENT:

The final grade is based on two midterm exams as well in the case study and assigments.