

COMMERCIAL MANAGEMENT I (10105)

SUMMARY

This course is an introduction to the subject of marketing management. It deals with the basic conceptual aspects of this field of management and introduces the student to the tools necessary for the analysis prior to the development of a marketing plan.

BASIC CONCEPTS

Topic 1

Definition of Marketing. Historical evolution of marketing concepts and actions.

Topic 2

Market elements: scenarios and agents. Business definition.

Topic 3

The classical variables of marketing: product, price, distribution and promotion.

Topic 4

The marketing plan as an instrument of analysis and implementation.

ANALITICAL MARKETING

Topic 5

Marketing information systems and marketing research.

Topic 6

Analysis of the organization: philosophy, objectives, resources, capacities, strengths and weaknesses.

Topic 7

Analysis of the environment: economic, political, social and demographic trends. Technological evolution. Regulation.

Topic 8

Consumer analysis. Behavioral models. Industrial purchasing.

Topic 9

Competition analysis. Positions and competitive strategies.

Topic 10

Market analysis. Demand measurement and forecasting. Identification and selection of segments.

Bibliography

KOTLER, P. *Marketing Management: Analysis, planning and control*. New York: Prentice-Hall, 1992.

SANTESMASES, M. *Marketing. Conceptos y estrategias*. Madrid: Pirámide, 1992.