

Subject Study guide “Commercial Management”

1. IDENTIFICATION

- ✓ **Subject name: Commercial Management**
- ✓ **Code: 101211**
- ✓ **Degree: Bachelor of Tourism**
- ✓ **Academic course: 2018-19**
- ✓ **Subject type: Core**
- ✓ **ECTS Credits (hours): 6**
- ✓ **Teaching period: 1st semester**
- ✓ **Teaching language: English**
- ✓ **Teachers: Anna Zinenko**
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2. PRESENTATION

This course explains the basic concepts of Marketing, the leading analysis systems of the market and business environment, and the tools and techniques to be applied at the preliminary stages of business decision-making, as well as the variables related to consumer behaviour, product positioning and the main techniques of marketing research.

3. EDUCATIONAL GOALS

At the end of the course, students will have a set of theoretical Marketing tools and Marketing research techniques that will allow them to address all the stages of the commercial strategy of the company internationally in the tourism sector.

4. SKILLS AND LEARNING OUTCOMES

CE3. To manage the concepts related to the planning and marketing of destinations, resources and tourist attractions as well as its instruments and functions.

RESULTS OF LEARNING

CE3.1. To distinguish the role, nature and scope of marketing in the organization

CE3.2. To set objectives and perform Planning from the business perspective

CE3.3. To identify the processes that make up the strategic management of human resources

CE4. To apply the concepts related to touristic products and companies (economic-financial, human resources, trade policy, markets, operational and strategic) in different areas of the sector.

RESULTS OF LEARNING

CE4.2. To analyse and determine a diagnosis of the situation of a destination resort or tourist area

CE4.3. To realise internal and external analysis and determine the status of a commercial company

CE4.4 To apply budgetary techniques and strategic planning

CE4.5 To apply different HR analysis tools

CE6. To demonstrate knowledge and understand the tourism phenomenon in the context of sustainability and quality management

RESULTS OF LEARNING

CE6.1. To identify the interrelationship between tourism, quality and sustainability

CE6.2. To use the policies of Quality Management (ISO, EFQM, etc.) as a strategic element of tourist companies.

CE6.3.To identify environmental policies and of sustainability as a differentiator in the tourism sector.

CE7. To define and implement the objectives, strategies and trade policies in companies and touristic organizations.

RESULTS OF LEARNING

CE7.1. To implement strategic marketing as a source of competitive advantage for touristic organizations

CE7.2. To define commercial policies in companies and tourist products based on segmentation techniques and market research

CE7.3 To decide the different elements that make up a marketing plan and know how to prepare it

CE11. To have initiative and entrepreneurial spirit to create and manage products and companies in the tourism sector.

RESULTS OF LEARNING

CE11.1. To identify and evaluate new business opportunities in the sector

CE11.2. To identify the skills and resources necessary for the development of new businesses

CE13. To propose alternatives and creative solutions to possible problems in the field of management, planning, business and tourism products.

RESULTS OF LEARNING

CE13.1. To evaluate and select the alternatives, establishing appropriate steps for action, implementation and control strategies of HR.

CE13.2. To develop leadership abilities and skills for conflict management

CE16. To extrapolate experiences and make decisions based on the characteristics of various models of tourism, its potential and its evolution.

RESULTS OF LEARNING

CE16.1. To develop the skills to adapt to new business circumstances

CE16.2. To develop the skills to solve business problems

CE18. To analyse the information both quantitative and qualitative on the economic dimension of the tourism sector and its companies (characteristics of the companies, evolution and importance of tourism, market research, etc.).

RESULTS OF LEARNING

CE18.2. To apply segmentation techniques in market research and information analysis in the tourism sector.

CE18.3. To analyse the information obtained in the process of marketing research.

TRANSVERSAL COMPETENCES

CT1. To develop an ability to learn independently

CT4. To handle communication techniques at all levels.

CT5. To make decisions in situations of uncertainty and be able to evaluate and predict the consequences of these decisions in the short, medium and long term.

CT6. To plan, organize and coordinate teamwork, creating synergies and being able to place oneself in the position of others.

CT7. To manage HR in the tourism organization.

CT8. To demonstrate ethical behaviour and adapt to different intercultural contexts.

CT9. To demonstrate responsible behaviour towards the environment.

CT10. To work in a team.

CT12. To have customer service orientation.

CT13. To have business vision, capture customer needs and anticipate possible changes in the environment.

5. TOPIC AND CONTENT

1. INTRODUCTION: MARKETING FOR TOURISM
 - 1.1 Marketing Definition
 - 1.2 Consumer orientation
 - 1.3 Marketing Philosophy
 - 1.4 Marketing for Tourism
2. MARKETING ENVIRONMENT
 - 2.1 Company
 - 2.2 Suppliers
 - 2.3 Intermediaries
 - 2.4 Competitors
 - 2.5 Economic environment
 - 2.6 Cultural environment
 - 2.7 Legal and Political environment
3. MARKETING RESEARCH
 - 3.1 Marketing Information systems.
 - 3.2 Assessing information needs
 - 3.3 Role of market research
 - 3.4 Research methods
 - 3.5 Information sources
 - 3.6 Information analysis
4. CONSUMER BUYING BEHAVIOUR
 - 4.1 Model of consumer behaviour
 - 4.2 Personal characteristics affecting consumer behaviour
 - 4.3 Buyer decision process
5. MARKET SEGMENTATION, TARGETING AND POSITIONING (STP)
 - 5.1 Market segmentation
 - 5.2 Market targeting
 - 5.3 Market positioning
 - 5.4 Product differentiation
6. INTRODUCTION TO TOURISM MARKETING MIX
 - 6.1 Product
 - 6.2 Price
 - 6.3 Distribution (Place)
 - 6.4 Communication (Promotion)

6. RECOMMENDED BIBLIOGRAPHY

KOTLER, P., BOWEN, J., MAKENS, J., BALOGLU, S.: "Marketing for Hospitality and Tourism" Global Edition, Pearson, 7th Edition, 2017.

KOTLER, P., AMSTRONG, G.: "Principles of Marketing" 17th Global Edition, Pearson, 2018.

FURTHER READINGS

KOTLER, P., KELLER, K.: "Marketing Management", 15th Edition, Pearson, 2016.

ALON, I., JAFFEE, E.: "Global Marketing". McGraw-Hill, 2013.

7. TEACHING METHODOLOGY

Classroom theoretical part:

- a) Lectures by professor

Classroom practical part:

- a) Case studies presentations by students
- b) Discussion of sector's economic news
- c) Discussion of practical cases

Self-learning part:

- a) Resolution of cases by students
- b) Tutorials regarding individual cases
- c) Group tutorials for group projects

TRAINING ACTIVITIES

Activity	Hours	ECTS	Learning outcomes
Type: Directed			
Theoretical classes	32	1,28	CT4, CT5, CE3.1, CE7.1, CE7.2., CE7.3 CE18.2.
Solutions of case studies	12	0,48	CT5, CT6, CT10, CE3.2, CE7.1, CE11.1. CE16.1. CE18.3.
Public presentation of work	4	0,16	Ct10, CE7.1, CE7.2. CE13.1.
Type: Supervised			
Tutorials	24	0,96	CT1
Type: Autonomous			
Solution of case studies	12	0,48	CT1, CE4, CE4.2, CE4.3, CE7.2. CE11.1. CE16.1 CT1, CT10, CE6.1, CE6.2, CE7.1, CE7.3 CE11.1. CE13.1.
Elaboration of reports and presentations	40	1,6	CE16.2. CE18.2. CE18.3.
Study	26	1,04	CT1

8. ASSESSMENT SYSTEMS

The evaluation of this subject consists of the following system:

- The execution of **three partial exams**, which will be worth **60% of the final grade** (20% each exam) and which will include the theoretical material exposed in the lectures.
- The execution of practical project and its presentation in groups, which will be worth **20% of the final grade**. A correct formal presentation and careful elaboration will be valued.
- The execution of **four practical projects** proposed during the course and delivered within the deadline, which will be worth **20% of the final grade** (5% each work).

ASSESSMENT ACTIVITIES

Activity	Weight	Hours	ECTS	Learning Outcomes
3 EXAMS	60 % (EACH 20%)	6	0,24	CE4.3., CE11.1
MARKETING ENVIRONMENT PROJECT AND PRESENTATION	20%	14	0,56	CE7.1., CE7.3.
PRACTICAL CASE STUDIES	20 %	52	2,08	CE18.2., CE18.3

To pass the course, student needs a minimum score of **5 out of 10 (on average) in each of the three parts of evaluation (separately)** to calculate the final grade for the course. Otherwise, he/she should go to final exam.

- Final exam: 100% of the final grade

Failure to pass the final exam, obtaining a score between 3.5 and 4.9, student should attend the revaluation to pass the subject.

9. PLANNING

WEEK	TOPIC	METHOD	HOURS
1	Introduction to Marketing	Lectures of theory and practice	4 of teaching + 5 students dedication
2	Introduction to Marketing	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
3	Marketing Environment	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
4	Marketing Environment	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
5	Marketing Research	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
6	Marketing Research	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
7	Marketing Research	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
8	Consumer Behaviour	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
9	Consumer Behaviour	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
10	STP	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
11	STP	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
12	Marketing Planning	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
13	Marketing Planning	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication
14	Introduction to Marketing Mix	Lectures of theory and practice and solution of case studies	4 of teaching + 5 students dedication