

Bachelor Degree in Business Administration and Management and Business Transformation

Course: Business management for business transformation

Subject: Marketing and sales

Credits: 6 ECTS

Program: Bachelor

Modality: On-Site

Year: Second

Semester: Second

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2. Presentation

The objective of the subject is that the student knows the main methods of commercial research towards a sustainable business. Later, it seeks to deepen the main strategies that can be deployed in the strategic development of the company (product, new products, brand and prices). Finally, the student must be able to apply the knowledge acquired in the area of marketing management in specific sectors, such as services, not business and other contexts that will be updated, taking into account, for this, trends that show growing sectors in our business and economic fabric in order to transform the business towards a sustainable business.

3. Learning outcome of the degree

- RAT1 - The graduate will be able to recognize the tasks of the different functional areas within a company or organization, considering previous theoretical learning about business structures.
- RAT3 - The graduate will be able to identify economic, environmental, political, sociological and technological factors at the local, national and international levels and their impact on organizations through research-based learning in business environments.
- RAT6 - The graduate will be able to understand the different data analysis techniques used to assess the feasibility of a business project.
- RAT9 - The student will be able to provide clear and precise explanations of any knowledge/information, both orally and in writing, in Catalan, Spanish and a third language, particularly English.
- RAT10 - The student will be able to apply digital technologies (at the right time) in his/her field of expertise.
- RAT12 - The graduate will be able to develop both traditional and digital marketing and promotional projects in a business environment.
- RAT16 - The graduate will be able to understand the economic-financial information of business entities and institutions in relation to their environment.
- RAT18 - The student will be able to provide innovative, creative and entrepreneurial solutions in professional situations.
- RAT19 - The student will be able to evaluate the sustainability and social impact of the proposals presented, with ethical, environmental and professional responsibility.
- RAT20 - The student will be able to apply the gender perspective in the professional tasks.
- RAT24 - After completing the degree, the student will be able to design projects for IT services and systems in all business fields.

4. Learning outcomes of the subjects

- RAM4 - The student will be able to discuss assertively the challenges, techniques and tools of digital marketing before a peer review tribunal.
- RAM5 - The student will be able to correctly select the data analysis techniques, research techniques and parameters most suitable for the case raised in a written exercise.
- RAM6 - The student will be able to integrate in a solvent way the key functions that make up the business activity of the company in a project to perform in a group.
- RAM7 - The student will be able to correctly apply marketing and sales strategies and techniques depending on different areas of activity and circumstances of the environment and market by conducting a practical case.

5. Contents

- Introduction to sales management
- The buying and selling process
- Organization of the sales effort for organizational development
- The strategic role of information in sales management
- Seller's performance model
- Salesforce recruitment and selection
- Training for sale for business transformation

6. Methodology

Learning outcomes developed	Teaching methodology	Training activities
Knowledge	Master class	Teacher's presentations
	Instructional sessions	Student's presentations
	Tutoring	Meetings for the resolution of doubts
	Learning based on readings	Reading and analysis of documents
Skill	Learning based on projects	Problem solving
	Learning based on audio-visual	Audiovisual analysis
	Case-based learning	Search and processing of information. Problem solving

Competence	Project-based work	Reporting Submissions of reports or papers
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7. Evaluation

Evaluation system	Weight
Continuous evaluation: exercises, problems, reporting, papers, case studies	40 %
Mid-term exam	20 %
Final exam	40 %

When computing the final grade, the on-going activities (participation, in-class quizzes, seminar cases and group projects, midterm exam) will be weighted only if the final exam grade is equal to or greater than 4.0. Therefore, to obtain a passing course grade, the final exam grade must be equal to or greater than 4.0. If the final exam grade is less than 4.0, the final exam grade becomes the final course grade, irrespective of the other grades. Students must take the final exam if they want to receive a quantitative course evaluation. Students who do not sit the final exam will receive a “No Show” overall course grade.

"The maximum grade that students may obtain on the reevaluation tests [...] shall be 5.0. In addition, "the grade of the reevaluation tests will, in any case, constitute the final grade of the subject". **Thus, only those students who having completed the partial exam, the final exam and have completed 100% of the activities of continuous assessment of the subject, are suspended (final grade of the subject less than 5) will be entitled to the exam.**"

Single Evaluation: The single assessment consists of a single examination equivalent to 100% of the grade of the subject. The exam, and therefore the subject, is passed with a grade of 5 out of 10 in this final test.

To benefit from the single assessment, it is necessary to send the teacher a written request during the first 15 working days of the course.

8. Bibliography

- González, M. J. S. (2023). *Gestión económico-financiera básica de la actividad de ventas e intermediación comercial. COMT0411*. IC Editorial.