

GRAU EN LOGÍSTICA I NEGOCIS MARÍTIMS

110015 - PRINCIPIS DE MÀRQUETING I GESTIÓ COMERCIAL

Informació general

- Curs acadèmic 2025/26
- Departament: Empresa
- Tipus d'assignatura: Obligatòria
- Curs: Segon
- Trimestre: Tercer
- Nombre de crèdits: 6
- Professorat:
 - Jordi Garolera Berrocal [<jgarolera@tecnocampus.cat>](mailto:jgarolera@tecnocampus.cat)

Llengües de docència

- Castellà
- Anglès

The subject will be taught in English whenever there are Erasmus and/or Exchange students

Presentació de l'assignatura

The subject aims to introduce students to the usual terminology of marketing by learning in a global way the role that marketing plays within the company. The topics that will be worked on will look at marketing both at the functional and organizational levels, starting from the analysis of the business situation to define the objectives to be achieved and the most appropriate strategies for achieving them both at the marketing and sales levels.

Learning outcomes:

- Show knowledge of market structures and the macroeconomic environment in which the company is located.
- Show knowledge of marketing policy management.
- Show knowledge of planning commercial activity and its optimization in time and effort.
- Show management knowledge applied to products and services aimed at customers.
- Show basic knowledge necessary for managing the value of the company and the key accounts of the organization.

Working methodology:

Active and participatory through practical support cases with the inclusion of debates
Follow-up through group and individual tutorials aimed at resolving cases and preparing work including the development of an operational marketing plan for business improvement or the launch of a new product or service
Master classes with delivery of material

Competències/Resultats d'aprenentatge

Específica

- Demostrar capacitat per comunicar de manera fluida en llengua espanyola, catalana i anglesa de forma oral i escrita en l'entorn de la logística i els negocis marítims
- Interpretar l'estat econòmic, financer i comptable d'una empresa o unitat de negoci per a prendre les mesures adequades en la seva gestió
- Identificar els conceptes econòmics bàsics, així com el funcionament microeconòmic i macroeconòmic dels mercats
-

Bàsiques i Generals

- Desenvolupar habilitats per buscar, processar i analitzar informació procedent de fonts diverses per aplicar-les als assumptes a resoldre
- Pendre decisions en l'àmbit professional i personal, aplicant coneixements i tècniques adquirides al llarg de l'activitat acadèmica
- Ser autònom en l'aspecte de la planificació personal, la selecció dels recursos apropiats i la maduresa per assumir responsabilitats en la presa de decisions
- Treballar en equip, participant activament en les tasques i utilitzant les eines de negociació i planificació apreses
- Comunicar amb propietat, tant per escrit com verbalment, les idees, projectes, normes i decisions utilitzant adequada i oportunament la diversitat de mitjans disponibles

No definides

Continguts

Topic 1. Introduction to Marketing

- 1.1 Concept and definition of marketing
- 1.2 Marketing instruments
- 1.3 Marketing and its integration into the company's organizational chart
- 1.4 Marketing Plan outline

Topic 2. Situation analysis

- 2.1 Analysis of the environment:
 - 2.1.1 Needs and trends
 - 2.1.2 Macro-environment and micro-environment
 - 2.1.3 Opportunities and Threats
- 2.2 External analysis:
 - 2.2.1 Market: market elements, classification and types, B2B, B2C.
 - 2.2.2 Competition: levels and competitive forces.
 - 2.2.3 Consumer: behavior and purchasing process
 - 2.2.4 Market research and marketing information system
 - 2.2.5 Opportunities and Threats
- 2.3 Internal analysis:
 - 2.3.1 Development process
 - 2.3.2 Factors to analyze and areas of interest
 - 2.3.3 Determination of strengths and weaknesses
- 2.4 SWOT analysis

Topic 3. Objectives and strategies

- 3.1 Definition of objectives: qualitative and quantitative
- 3.2 Basic marketing strategy:
 - 3.2.1 Segmentation
 - 3.2.2 Positioning

Topic 4. Marketing policies - Marketing Mix

- 4.1 Product / service:
 - 4.1.1 Concept and dimensions
 - 4.1.2 Classification and decisions of the product mix
 - 4.1.3 New products
 - 4.1.4 Product / market life cycle
- 4.2 Price:
 - 4.2.1 Concept and conditioning factors
 - 4.2.2 Criteria for setting the price
 - 4.2.3 Pricing strategies
- 4.3 Distribution and its application from a logistical point of view
- 4.4 Communication:
 - 4.4.1 Process and development of communication
 - 4.4.2 On- and off-line advertising and the process of an advertising campaign
 - 4.4.3 Promotion, PR and other elements of communication

Topic 5. Sales management

- 5.1 Sales objectives and commercial purpose
- 5.2 Sales typologies and technologies
- 5.3 Sales team management

Objectius de Desenvolupament Sostenible

- 12 - Consum i producció responsables
- 05 - Igualtat de gènere
- 08 - Treball digne i creixement econòmic
- 10 - Reducció de les desigualtats
- 04 - Educació de qualitat

Activitats i Sistema d'avaluació

Both individual and group activities will be carried out to develop practical cases. Work teams will also be formed to develop the mandatory work of an Operational Marketing Plan throughout the course, which will be tutored by the teacher in a personalized way per team in the classroom. Guidelines for carrying out this activity will be given prior to the start of the course.

The grade will be established based on four variables:

Compulsory work: this involves the development of an operational marketing plan by groups that must be presented partially throughout the course and will be tutored. It will have an established weight of 40% of the final grade.

Individual work: practical cases and / or research and information analysis work. It will have an established weight of 20% of the final grade.

Final exam: it is mandatory to count the rest of the assessment, being necessary to obtain at least a 5 in the exam to pass the course, regardless of the points obtained in the remaining variables. It will have an established weight of 40% of the final grade. Anyone who does not appear for the final exam loses the right to retake it.

Retake: for those who have failed the final exam, the option of taking a retake exam is offered.

Bibliografia i Recursos

No definides