

Course Title: **Sales and Marketing Management**

Term: **Academic Year (Fall & Spring)**

Number of Credits: **6 semester credits (90 contact hours) per Academic Year**

UFV CODE: 4321 **ECTS:** 9.0

TYPE OF COURSE: T, AN **HOURS:** 90

INTERNATIONAL CODE: MKT4321 **YEAR:** 5

OBJECTIVES: For students to understand the importance of marketing and its role in company management, especially as a source of value to both the client and the company.

COURSE DESCRIPTION: Commercial policy decisions. Marketing techniques. Commercial strategy: "marketing mix". Prices, distribution, promotion and product policy.

BIBLIOGRAPHY: KOTLER, P., ARMSTRONG, G. y otros: Introducción al marketing. Edición europea, Prentice Hall. ALFARO, T.: El marketing como arma competitiva. Mc Graw Hill.

METHODOLOGY: Students study the theory individually, while the professor provides oral explanations in class. Short-term reports. Two team projects.

EVALUATION: 10% ongoing assessment, 30% reports, 60% exam.

PROFESSOR: To be appointed. **LANGUAGE:** English.