

1. BASIC DATA

Subject	COMMERCIAL SIMULATION
Degree Program	DEGREE IN MARKETING
School / Faculty	SOCIAL SCIENCES
Year	FOURTH YEAR
ECTS Credits	6 ETCS
Type	COMPULSORY
Language	SPANISH
Modality	IN PERSON
Semester	2nd SEMESTER
Academic Year	2025 - 2026
Coordinator	Luis Miguel Pérez Granero PhD
Lecturers	Luis Miguel Pérez Granero PhD

2. PRESENTATION

The Commercial Simulation subject belongs to the Marketing Module. This Module is developed from vertical integration throughout the four years of training that the Marketing Degree occupies. This subject has a total of 6 ECTS credits, in which the student will acquire theoretical-practical skills to be able to implement, in the future, fundamental Marketing knowledge that, consequently, will lead to the creation of Marketing reports. All of this will be done through a critical analysis of the information managed through the various relevant tools.

3. COMPETENCES AND LEARNING OUTCOMES

Basic competences:

- CB2 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CB3 - That students have the ability to gather and interpret relevant data (normally within their area of study) to make judgments that include reflection on relevant issues of a social, scientific or ethical nature.

- CB4 - That students can transmit information, ideas, problems and solutions to both a specialized and non-specialized audience.

Transversal competences:

- CT04 - That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.
- CT05 - Problem analysis and resolution: Be able to critically evaluate information, decompose complex situations into their constituent parts, recognize patterns, and consider other alternatives, approaches and perspectives to find optimal solutions and efficient negotiations.
- CT08 - Entrepreneurial spirit: Ability to take on and carry out activities that generate new opportunities, anticipate problems or involve improvements.
- CT09 - Global Mindset: Being able to show interest in and understand other standards and cultures, recognize one's own predispositions and work effectively in a global community.

Specific competences:

- CE08. Ability to interpret the arguments contained in the briefings and produce marketing actions aimed at covering and satisfying the needs of the target audience.
- CE11 - Ability to understand and apply the concept of "customer orientation" in the marketing actions proposed from marketing and quality customer service.
- CE12 - Ability to interpret the return of each investment made in the marketing function, seeking to improve the market share and profitability of the department.
- CE16 - Ability to produce corporate business, competitive and company communication strategies to apply them to marketing actions of segmentation, positioning, growth and innovation.

Learning outcomes:

The student, upon passing the subject, will be able to:

- **RA1:** The student will be able to know the commercial environment of companies.
- **RA2:** The student will be able to make decisions about all areas of marketing.
- **RA3:** The student will be able to analyze information from the environment for appropriate decision making.

The table below shows the relationship between the competencies developed in the subject and the learning outcomes pursued:

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Competencies	Learning outcomes
CB2, CB3, CB4, CT04, CT05, CE08, CE12, CE16	RA1: The student will be able to know the commercial environment of companies.
CB2, CB4, CT05, CE08, CE11, CE12	RA2: The student will be able to make decisions about all areas of marketing.
CB2, CT05, CE08, CE12, CE16	RA3: The student will be able to analyze information from the environment to make appropriate decisions.

4. CONTENTS

The subject is organized into five units:

Unit 1. Production decisions.

Unit 2. Decisions about price.

Unit 3. Decisions about communication.

Unit 4. Decisions about distribution.

Unit 5. Interpretation of market research.

5. TEACHING-LEARNING METHODOLOGIES

Below are the types of teaching-learning methodologies that are applied:

- Master class/ *web conference* .
- Case Method (face-to-face modality)
- Problem-Based Learning (PBL) (face-to-face mode)
- Project-based learning (face-to-face mode)
- Simulation environments

6. FORMATION ACTIVITIES

Below, the types of training activities that will be carried out and the student's dedication in hours to each of them are identified:

training activity	Number of hours
Participatory group activities. (Face-to-face modality)	25h
Student group work	25h
Case analysis, problem solving, project development, simulation (face-to-face mode)	30h
Self-employment (face-to-face mode)	8pm

Work guided by the teacher (learning monitoring, tutorials, etc.)	3pm
Master classes (In-person mode)	35h
TOTAL	150

7. ASSESSMENT

The evaluation systems are listed below, as well as their weight on the total grade of the subject:

Face-to-face modality:

Evaluation system	Weight
final knowledge test	twenty%
Case analysis and problem resolution.	40%
Oral presentations	twenty%
Projects / Jobs	twenty%

In the Virtual Campus, when you access the subject, you will be able to consult in detail the evaluation activities that you must carry out, as well as the delivery dates and evaluation procedures for each of them.

7.1. Ordinary call

To pass the subject in the ordinary call you must have a grade greater than or equal to 5.0 out of 10.0 on a weighted average, in accordance with the evaluation system established in point 7.

In any case, it will be necessary for you to obtain a grade greater than or equal to 5.0 in the final test¹ (knowledge test), so that it can be averaged with the rest of the activities.

¹ Physical attendance and monitoring of classes in the classroom is mandatory for all students enrolled in this subject. For this, an attendance record is made. The minimum attendance percentage that allows a student to take the final exam in an ordinary session is established at 60%.

Grades for assessable activities submitted after the deadlines set by the professor will be penalized, in order to encourage continuous and planned work. In any case, the professor will have the right not to accept submissions after the established deadline.

7.2. Extraordinary call

To pass the subject in the extraordinary session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) of the subject.

In any case, you will need to obtain a grade greater than or equal to 5.0 in the final test (knowledge test), so that it can be averaged with the rest of the activities.

In the Extraordinary Session, the principle of continuous assessment requires that students present a significant percentage of the activities that are not presented or failed.

8. SCHEDULE

This section indicates the schedule with delivery dates for evaluable activities of the subject:

Evaluable activities	Date
Assignment / Project / Case Study	Week 3
Assignment / Project / Case Study	Week 7
Assignment / Project / Case Study – Week 12	Week 12
Final Knowledge Test	Weeks 18–19

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in a timely manner.

Exam dates.

The extraordinary call period will be between May 15 and 30, 2025. However, it will be confirmed and formally communicated at the appropriate time through the official channels established for this purpose.

The extraordinary call period will be between July 1 and 14, 2025.

9. CLASS ATTENDANCE

The minimum attendance required to sit the final knowledge test for the Ordinary Call is 50%. In cases where this requirement is not met, the professor will be authorised to grade the subject as failed in the ordinary call and students will only be able to access the Extraordinary Call.

Virtual attendance (hyflex) to sessions is permitted exclusively for justified and classified cases, in particular: exceptional cases duly justified and expressly authorised by the professor (illness, accident, etc.), and those explicitly authorised by the Academic Advisory Service. Otherwise, it will be recorded as non-attendance.

10. BIBLIOGRAPHY

The reference work for monitoring the subject is:

- Armstrong, G., & Kotler, P. (2013). Fundamentals of marketing. Pearson Education.
- Kotler, P., & Keller, K. L. (2012). Marketing Management. Pearson Education.

11. EDUCATIONAL GUIDANCE UNIT, DIVERSITY AND INCLUSION

From the Educational Guidance, Diversity and Inclusion Unit (ODI) we offer support to our students throughout their university life to help them achieve their academic achievements. Other pillars of our action are the inclusion of students with specific educational support needs, universal accessibility on the different campuses of the university and the equalization of opportunities.

This Unit offers students:

1. Accompaniment and monitoring by providing personalized advice and plans to students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, in those students with specific educational support needs, thereby pursuing equity of opportunities for all students.
3. Offers students different extracurricular training resources to develop various skills that will enrich their personal and professional development.
4. Vocational guidance by providing tools and advice to students with vocational doubts or who believe they have made a mistake in choosing a degree.

Students who need educational support can write to us at: orientacioneducativa.uev@universidadeuropea.es ..

12. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to detect strengths and areas for improvement regarding the teaching staff, the degree and the teaching-learning process.

The surveys will be available in the survey space of your virtual campus or through your email.

Your assessment is necessary to improve the quality of the degree.

Thank you very much for your participation.