

Denomination of the SUBJECT: • Customer-oriented organisation	Credits ECTS 9 ECTS (225 hours)
Duration, mode and timing within the curriculum: This subject will be taught throughout the 2nd year.	
Language English	
Core Competences CC1 That students have demonstrated knowledge and understanding in a field of study that builds on general secondary education, and is typically at a level that, while supported by advanced textbooks, also includes aspects involving knowledge from the forefront of their field of study. CC3 That students have the ability to gather and interpret relevant data (normally within their field of study) to make judgments that include reflection on relevant social, scientific, or ethical issues. Transversal Competences TC1 COOPERATIVE Knowing the values of the community in which they live, respecting and valuing them. Pride in belonging to the community and the profession. Analyzing the impact that actions will have on the environment. Being supportive and generous, and willing to sacrifice for their surroundings (win-win). Believing in the dignity of all people and working to achieve it or to prevent it from being undermined. Participating in community activities or work that help overcome unjust situations. Seeing others with the same value they give to themselves. TC2 CREATIVE AND TRANSFORMATIVE Developing multiple ideas and opportunities to create value, including better solutions to existing challenges and new ones. Exploring and experimenting with innovative approaches. Combining knowledge and resources to achieve valuable outcomes. Initiating processes that create value, accepting challenges, and acting and working independently to achieve objectives, adhering to intentions, and carrying out planned tasks. General / Personal Competences: GC3 Works together with others to reach a common goal and support team development, building skills for collaboration in small groups or wider networks of people and organizations. GC6 Creates original, innovative, and disruptive ideas and puts in place meaningful changes that bring value and impact to personal, professional, or social contexts. Specific Competences / Profesional: SC2 Knows and applies tools, processes, and methodologies for organizing, managing, and leading the commercial and marketing function. SC12 Knows and applies sustainability principles, practices, and tools in the management and leadership of companies and organizations, contributing to economic, social, and environmental development in a balanced and ethical manner.	
Learning outcomes: LO3_2 Actively participates in teams and networks, sharing concerns and building trust-based contexts through commitment to promises and responsibilities, aligning individual goals with the common goal. LO6_2 Applies and develops creativity in specific work challenges, such as identifying opportunities for improvement and designing innovative solutions to complex problems, showing imagination, unconventional thinking, adaptability, and the ability to lead change processes. LO10_2 Understands tools, processes, and methodologies for organizing, managing, and leading the commercial and marketing function. LO30_2 Understands circular business management strategies.	

Alignment with the Sustainable Development Goals

- Goal 10: Reduced inequalities
 - Promoting social, economic and political inclusion

Prerequisites:

No prerequisites have been established.

Brief summary of contents:

Market research and positioning

- General concepts of customer-centricity
- General marketing analysis (trends)

Target audience

- Segmentation
- Customer persona
- Customer journey

Marketing mix

- The 4 Ps

Sales plan and sales skills

Greenwashing

Customer analysis

- Customer tracking indicators

Training activities:

The training activities planned for this module are as follows:

- Challenge-based learning (2 ECTS, 50 hours)
- Cooperative work: Development, writing, and presentation of group activities (2 ECTS, 50 hours)
- Development, writing, and presentation of individual assignments (1 ECTS, 25 hours)
- Workshops aimed at acquiring specific skills (1 ECTS, 25 hours)
- Individual and group reflection activities and dynamics (0.5 ECTS, 12.5 hours)
- Community service learning activities (0.5 ECTS, 12.5 hours)
- Individual support, mentoring, and monitoring (0.5 ECTS, 12.5 hours)
- Formative feedback (0.5 ECTS, 12.5 hours)
- Gamification (1 ECTS, 25 hours)

Evaluation system:

All subjects will be assessed using a continuous evaluation system, which provides both teachers and students with constant feedback on the learning process throughout the academic period. As a guide, the criteria governing the degree evaluation system are as follows:

- Educational activities aimed at acquiring knowledge and in which individual study predominates may be assessed by means of oral and/or written tests, which will account for a maximum of 40% of the final mark.
- On the other hand, those educational activities aimed at acquiring the practical skills of the subjects will be assessed through the completion of different activities (assignments, case studies, problem solving, etc.), which together will account for at least 60% of the final grade.

Bibliography:

- Vidal, M. La era de la humanidad; hacia la quinta revolución industrial. Planeta; 2020
- Sinek S. Start With Why: How Great Leaders Inspire Everyone To Take Action. Penguin; 2011
- Board of Innovation (2020) The New Low Touch Economy: How to navigate the world after covid-19 Board of Innovation (2020) The winners of the Low Touch Economy: How companies can recover and grow in the new normal
- Kantar Consulting (2020) Purpose-led growth. Purpose 2020
- WGSN Insights (2019) The high-velocity consumer
- Paul S. Platform Scale: How an emerging business model helps startups build large empires with minimum investment Platform Thinking Lab; 2015
- Osterwalder A. The Invincible Company: How to Constantly Reinvent Your Organization with Inspiration From the World's Best Business Model. Wiley; 2020
- Osterwalder A. Business Model Generation: A Handbook For Visionaries, Game Changers, And Challengers. Wiley 2013.
- Osterwalder A.; Pigneur Y.; Bernarda G.; Smith A. Value Proposition Design: How to Create Products and Service Customers Want. Wiley: 2014
- Kotler, P. y Armstrong, G. (2014): Principles of Marketing. 15ª edición, Global Edition, Pearson Education, Harlow
- Sainz de Vicuña, K.M. (2013): El Plan de Marketing en la Práctica. 18ª Edición. ESIC
- Aaker, D.A. (2005): Strategic Market Management. John Wiley & Sons Inc. 7ª edición
- Cutropia, C. (2003): Plan de Marketing: Paso a Paso. Esic
- Building a Storybrand: clarify your message so customers will listen, Donald Miller (2017)
- La fórmula "sales funnel" para aumentar tus ingresos: ¿cómo crear un embudo de ventas exitoso?, Franklin Matango (2016)
- Farris, P.W., Bendle, N.T., Pfeifer, P.E., and Reibstein, D.J. (2017). Key Marketing Metrics the 50+ Metrics Every Manager Needs to Know; Harlow: Pearson. Education Inc