

Module 2: Entrepreneurship and customer focus.

Subject 2.3 Customer management, marketing and sales I (5 ECTS).
COMPULSORY

Duration and temporal location within the syllabus

This module is taught throughout the first year of the degree course.

Language

Basque/Spanish/English

Brief summary of contents

- Commercial offers.
- Keys to management and customer relations.
- Commercial plan, sales control.
- Long-term customer relationships.
- Main tools and bases of the marketing mix.
- Customer segmentation.
- Market research.
- Management of communication channels.

Associated Competences

Basic Competences:

(CB2) Students should be able to apply their knowledge to their work or vocation in a professional manner and possess the competencies that are typically demonstrated through the development and professional manner and possess the competencies that are usually demonstrated through the elaboration and defense of arguments and the defense of arguments and the resolution of problems within their area of study.

(CB4) Students will be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences. both specialized and non-specialized

Transversal Competences:

CT3: Critical and analytical

General Competences:

GC2: Open-minded and with initiative

CG3: Courageous and persevering

Specific/Professional Competences:

CE3: Entrepreneurial leaders

SC4: Digital
SC7: Results-oriented

Learning Outcomes (RA)

RA1: Develops customer visits, and through active listening they are able to offer valuable services and products. She/He/They internalized a continuous process of looking for potential customers and finding the most strategic ones.

RA2: She/He/They always conveys strategic thinking to customers and uses creative and innovative marketing tools. They are able to carry out marketing campaigns and maintain continuous contact with their customer network.

RA3: She/He/They Maintains a continuous and long-term relationship with the client, creating networks and long-lasting relationships that generate mutual value. Understands the importance of creating customer segments and knows how to maintain and develop relationships with them.

Training activities and learning tools

- Team dialogue sessions for personal growth, cooperative learning and project design (1 ECTS, 25 hours).
- Reading books and other sources of information for the generation of new knowledge through essay writing (0.5 ECTS, 12.5 hours)
- Creating a real team and assuming leadership position in the team and in the projects (1ECTS, 25 hours)
- Creation of business projects within the team company by establishing long-term value with real customers (1 ECTS, 25 hours)
- Participation in monographic workshops, courses, events and thematic presentations (0.5 ECTS, 12.5 hours)
- Follow-up meetings and audits, both individual and group. Evaluation process (0.5 ECTS, 12.5 hours)
- Application of ICTs and digital platforms (0,5 ECTS, 12,5 hours)

Evaluation system

All subjects will be assessed by the continuing assessment system through which constant feedback is provided on the student's learning process.

Continuous feedback on the learning process of the entrepreneur, the team, and the company.

Both the teachers/team coaches of the degree, as well as expert profiles, advisors, and mentors, actively participate in this evaluation process with the aim of guaranteeing the coherence and validity of the process.

Bearing in mind that in each of the subjects, both individual and team performance will be assessed, the criteria to be used in the evaluation process will be the following:

- Individual work will be evaluated with evidence that corresponds to a maximum of 30% of the final grade,
- Team work will be evaluated with evidence that corresponds to a minimum of 70% of the final grade.

The evaluation process will be carried out twice a year in a dialogue session and the following learning tools will be used:

1. Evaluation of the team entrepreneurship process in all learning modules. The fulfillment of multiple indicators based on the learning outcomes established in the different modules are analyzed and assessed.
2. 360° evaluation of competency profile and individual performance. This is a personal self-assessment and co-assessment session with the team and team coaches using different tools to help evaluate the skills profile of the degree within three categories: teampreneur, teamlearner and teamleader. In this session it will be possible to count on the opinion of other agents participating in the learning process, such as clients and users.
3. The Personal Portfolio is a document through which all the necessary documents and data that serve as evidence in the entrepreneur's learning process and outcomes are collected.

Bibliography

- Stephen C. Lundin, 2000, Fish! - A Remarkable Way to Boost Morale and Improve Results, Blackstone
- Yvon Chouinard, 2005, Let my people go surfing The Education of Reluctant Businessman, Penguin Group USA.
- Levinson, 2007, Guerilla Marketing: Easy and Inexpensive Strategies for Making Big Profits from Your Small Business
- Jim Collins, 2001, From good to great, Random House
- Seth Godin, 2008, Tribes, Trade Paperback
- Gerald Zaltman, 2003, How customers think, Harvard Business School