

LOGISTICS, SUPPLY CHAIN & MARITIME BUSINESS

35021 - MARKETING FOR SUPPLY CHAIN MANAGEMENT

General information

- Academic year 2023/24
- Course: First
- Trimester: First
- Number of credits: 2
- Teachers:
 - Jordi Garolera Berrocal <jjgarolera@tecnocampus.cat>

Teaching languages

- Catalan

L'assignatura s'imparteix en anglès.

Presentation of the subject

Màrqueting per a la cadena de subministrament.

La integració entre la cadena de subministrament i les àrees de màrqueting és fonamental perquè l'empresa estigui més a prop de complir i satisfer les necessitats del client, un element clau per al creixement del negoci.

Competences/learning outcomes

Basic

- CB6 - Possess and understand knowledge that provides a basis or opportunity to be original in the development and / or application of ideas, often in a research context
- CB8 - That students be able to integrate knowledge and confront the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge the judgments
- CB9 How to communicate the conclusions and the knowledge and ultimate reasons that support the students to specialized and non-specialized audiences in a clear and unambiguous way

Specific

- CE3. Plan the analysis in the business environments, local and global, in order to move ahead to the new market opportunities that can be transformed into commercial products
- CE5. Design and implement logistics systems, evaluating the different possible alternatives, technical and resource constraints and taking into account coordinated management and management throughout the supply chain.
- CE7. Manage (plan, program and control) the flow of materials and information (flow of the supply chain) through the direction and coordinated management of the areas of purchases, production and physical distribution of the company.

Transversal

- CT1. Show willingness to learn about new cultures, experience new methodologies and foster international exchange in the context of logistics, the supply chain and maritime businesses.
- CT2. Show entrepreneurial leadership and management skills that strengthen personal confidence and reduce risk aversion.
- CT3. Develop tasks by applying the acquired knowledge with flexibility and creativity and adapting them to new contexts and situations.

No data

Contents

- Vista general de preus.
- La segmentació del mercat.
- Models de demanda del consumidor.
- Estimació de dades.
- El preu com a problema d'optimització restringit.
- Models de preus dinàmics.
- Models de preus no lineals i innovadors.
- Preu en funció del valor.

Sustainable Development Goals

- 08 - Decent work and economic growth
- 04 - Quality education
- 09 - Industry, innovation and infrastructure

Evaluation system

Participació a classe: 30%
Projecte: 70%