



IDENTIFYING DATA

Bio-Industries Marketing and Commercial Management

Subject	Bio-Industries Marketing and Commercial Management			
Code	V02M123V01115			
Study programme	(*)Máster Universitario en Ciencias Biolóxicas: Biología Molecular, Computacional e Ambiental e Bio-Industrias			
Descriptors	ECTS Credits	Type	Year	Quadmester
	6	Optional	1st	1st
Language	Spanish English			
Department				
Coordinator	Cabanelas Lorenzo, Pablo			
Lecturers	Cabanelas Lorenzo, Pablo Lourido Gómez, Susana Otero Neira, María del Carmen			
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Web				
General description				

Competencies

Type A	Code	Competences Specific
	A1	(*)To know the scientific method and the correct use of the scientific terminology as well as to acknowledge the contribution that scientific research provides to the overall knowledge and professional practice.
	A2	(*)Ability to describe and to analyse biological diversity, the mechanisms determining the interactions with the biotic and abiotic environment and being able to select those which might have technical applications.
	A3	(*)Ability to manage and/or to develop basic tools for validating and analysing data by means of statistics and bioinformatics.
	A4	(*)To know the ethical and legal aspects governing the collection and the handling of biological samples, organisms and habitats.
	A5	(*)Ability to design, evaluate and implement models of biological structures, systems and processes.
	A6	(*)To learn the sampling techniques and the instrumental methodologies, in the field and laboratory, for their application in the Biological Sciences
	A7	(*)To have an integrated view of the R&D processes and their possible transfer to the industrial sector. Planning and supervising facilities together with managing their human and economic resources.
	A8	(*)Ability to classify, evaluate, conserve, restore and manage natural and productive systems. Developing and implementing land management and sustainability plans.
	A9	(*)To understand and know how to apply quality control systems and safety protocols in any biological laboratory of the public or private sector.

A10 (*)To acquire the professional ability to teach and spread Biology and to offer expertise advice for elaborating scientific, technical and socioeconomic biology reports. Address environmental consulting.

A11 (*)To perform an individual Master Project (critical and in-depth study) under the supervision of a tutor in a research or working environment demonstrating that skills have been acquired.

Type B Code Competences Transversal

B1 (*)Dissemination of results and conclusions of the biological studies, in oral and written English, through complex presentations that address ideas related with R&D in Biology.

B2 (*)Managing computational, laboratory, field and industrial techniques in order to obtain, process and apply the acquired information.

B3 (*)Disseminating and broadcasting ideas in contexts both academic and non-specialised.

B4 (*)Reflecting on social and ethical responsibilities.

Learning aims

Subject competences	Typology	Competences
To know tools that allow to identify useful information for the commercial analysis and planning.	know	A7 A10
To design marketing strategies for organisations operating in bioindustries.	Know How	A7 B4
To know concepts, strategies and useful methodologies for both consumer and industrial markets.	know Know How	A10

Contents

Topic

1. Strategic marketing for the biofirms: commercial analysis.	1. Key concepts. 2. Methodologies for commercial analysis.
2. Planning and information of marketing for the biofirms.	1. System of information of marketing. 2. Characteristics of the market of consumption. 3. Operative marketing.
3. Industrial marketing.	1. Impact of the industrial marketing in the bioindustries and the industry associated to the sustainability. 2. Differential characteristics.
4. Commercial direction in the biofirms: proposition of marketing strategies.	1. Strategies to apply in the field of the bioindustry.

Planning

	Personalized attention	Assessment	Ordinary class hours A	Face-to-face hours outside the classroom Guided academic environment B	Student's work factor C	Outside the classroom hours D	Total hours (A+B+D) E
Case studies / analysis of situations	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	22	0	0	60	82
Master Session	<input type="checkbox"/>	<input checked="" type="checkbox"/>	18	0	0	36	54
Short answer tests	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	4	0	0	10	14
Total hours E:							150
Work load in UVIGO ECTS credits:							6

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

	Description
Case studies / analysis of situations	Resolution of cases of interest, related with the concepts explained in class.

Master Session Exhibition and application of concepts associated to the marketing, with a special focus on green industries and in the biotechnology industry.

Personalized attention

	Description
Case studies / analysis of situations	Those students requiring personalised attention will have special attention of professors out of scheduled classes.
Short answer tests	Those students requiring personalised attention will have special attention of professors out of scheduled classes.

Assessment

	Description	Qualification
Master Session	Attitude, participation, assistance.	10
Case studies / analysis of situations	Performance in the/the work/s should present to professors.	50
Short answer tests	Result in the proof.	40

Other comments and second call

Those students not participating in class will have a final exam with the final qualification.

Students participating in the day-a-day course can be evaluated through the above mentioned methodology if they achieve more than 70% of assistance to classes.

Sources of information

Kotler, P., and Keller, K. L., Marketing Management, 14th Ed. 2012, Prentice Hall: New Jersey
Rollins, B.L., and Perri, M., Pharmaceutical Marketing, 2013, Jones and Bartlet Learning: Burlington (Ma).
Dahlstrom, R., Green Marketing Management. , 2011, South Western Cengage Learning: Mason (OH).

Recommendations

Subjects that continue the syllabus

Entrepreneurship and Professional Career Development/V02M123V01216
Financial and Global Bio-Industries Business/V02M123V01214
Operations and Quality in Bio-Industries/V02M123V01116
Human Resources Management and Leadership/V02M123V01213
Innovation, R&D Management and Intellectual Property in Bio-Industries/V02M123V01215

Subjects that it is recommended to have taken before

Introduction to Bio-Industries Management and Business Development in Life Sciences/V02M123V01114
