

EUROPASS CERTIFICATE SUPPLEMENT

TITLE OF THE DIPLOMA (ES)

Técnico en Actividades Comerciales

TRANSLATED TITLE OF THE DIPLOMA (EN)⁽¹⁾

Technician in Commercial Activities

(1) This translation has no legal status.

DIPLOMA DESCRIPTION

The holder of this diploma will have acquired the General Competence with regard to:

Carrying out activities of marketing and distribution of goods and/or services, managing small business, applying quality and safety regulations as well as complying with the legislation in force.

Within this framework, the PROFESSIONAL MODULES and their respective LEARNING OUTCOMES acquired by the holder are listed below:

“Marketing in the Commercial Activity”

The holder:

- Identifies the marketing concept and its use in business, analyzing its main functions in companies and organizations.
- Characterizes the market and the business environment, analyzing the main factors that shape them and its influence in the implementation of marketing activities.
- Determines the process of commercial research and the marketing information system, analyzing the techniques and procedures for their development.
- Defines applicable policies to the product or service, adapting it to the needs and to the customers' profile as well as market trends.
- Determines the method for fixing the selling price of the product/service, taking into account the costs, the profit margin, the competition's prices, the client's value perception and other factors influencing the price.
- Selects the shape and the distribution channel of the product or product line, considering the types of intermediaries involved and the functions they perform.
- Identifies the actions and techniques that integrate the communication policy of the company or organization, analyzing the functions of each of them.
- Sequences the business planning process, identifying the phases or stages of the marketing plan.

“Small Business Management”

The holder:

- Obtains information about entrepreneurship initiatives and opportunities to create small business, considering the impact on the operating environment and incorporating ethical values.
- Establishes the legal form of the company and the formalities required for its creation and start up, applying the commercial, labour and tax regulation in force.
- Plans the creation project of a small business, defining its features and including a feasibility study for its implementation and sustainability.
- Designs a basic investment plan, identifying the fixed assets that are required, its form of acquisition and the necessary financial resources, according to the business' features and the products to sell.
- Plans the economic management and the treasury of the small business, establishing a price setting system that ensures its profitability and sustainability in the time.
- Manages sales, collection and payment documents derived from the sale of goods and/or services provided, complying with the applicable commercial and tax regulations.
- Manages the administrative, accounting and tax process of the company, applying commercial and tax legislation in force and the principles and rules of the Spanish General Accounting Plan for SMEs.
- Designs the start-up plan for a quality and proximity service with personalized customer service, enhancing trade uniqueness and competitiveness.

“Storage Techniques”

The holder:

- Plans the daily tasks necessary for operations and store merchandise flows, optimizing the available resources.

- Applies goods reception and arrangement techniques in the warehouse, monitoring the processing time and the storage conditions depending on the characteristics of the goods.
- Defines the preparation conditions of the orders, optimizing time and resources according to the current regulations.
- Manages computer applications for warehouse management and organization that improve the quality system.
- Applies safety and hygiene regulations for warehouse operations by means of labour risks prevention.

“Purchasing management”

The holder:

- Determines the purchasing needs of a small business, performing sales provisions based on historical data, trends, capacity and rotation of sales point, amongst others.
- Plans provisioning of goods, using techniques for selecting suppliers who ensure a continuous and regular supply to the store.
- Processes purchase documentation, placing orders, checking invoices and charging bills according to the procedures usually followed with the suppliers or purchasing centres.
- Manages and controls the process of receiving orders, checking them in accordance with the trade criteria established trade with suppliers, sales agents or purchase centres.
- Checks the suitability of the set introduced in the business establishment, calculating its profitability and detecting expired, obsolete and new product opportunities.
- Manages the sale of goods in a business establishment, using the point of sale (POS).

“Technical Sales”

The holder:

- Prepares commercial offers of industrial and primary sector products, adapting the sales arguments to different types of customers (retailers, wholesalers and institutional).
- Makes commercial offers of services, adapting the sales arguments to the specific features of the proposed service and to the needs of each client.
- Performs activities of sales for technology products, using the appropriate sales techniques and retrieving information on the evolution and the current market trends for such goods.
- Develops activities related to the sale of upmarket products, applying techniques that ensure the transmission of quality brand image and high reputation.
- Prepares different promotional activities for real estate, applying communication techniques adapted to the sector.
- Develops activities related to real estate sales process, completing the documents generated in these types of operations.
- Develops telemarketing activities in situations of telephonic sale, acquisition and retention of customers and retention and personal attention, applying the appropriate techniques in each case.

“Stimulation of Points of Sale”

The holder:

- Organizes the commercial space, applying optimization techniques for spaces and health and safety criteria.
- Places, sets and resets the products in the sale space, according to commercial criteria and current regulations.
- Makes decorating, signage and lettering jobs, applying animation and advertising techniques in the point of sale.
- Assembles shop windows in accordance with the essential features of the establishments and takes care of outside elements, applying professional techniques.
- Determines promotional actions to make spaces profitable for commercial establishments, applying techniques in order to boost sales and for customer acquisition and retention.
- Applies control methods for merchandising activities, evaluating the results obtained.

“Sales Processes”

The holder:

- Identifies the process of consumer and/or user buying decision, analyzing the factors that affect them and the types of customers.
- Defines the roles, the skills and the profile of sellers, analyzing training, motivation and remuneration needs of the sales team.
- Organizes the sales process, defining the main priorities of the seller in accordance with the goals set in the sales plan.
- Interviews potential customers, using appropriate sales, negotiation and closing techniques, within the limits set by the company performance.
- Formalizes sales and other similar contracts, analyzing the most common clauses in accordance with the current regulations.
- Manages commercial documentation and payment/collection of sales transactions, completing the necessary documents.
- Determines the price and the value of transactions, applying commercial calculations in the sales process.

“Computer Software for Trading”

The holder:

- Manages commonly used computer systems in trade at the user level, using the most common hardware and software.
- Uses the Internet and its services, managing navigation programmes, email and file transfer, amongst others.
- Creates informational and advertising materials, using graphic design techniques.
- Makes tasks of text manipulation and display, images and graphics on continuous form, using programmes to automate specific trade jobs and activities.
- Performs mathematical calculations with spread sheets and data processing with data base managers, using programmes to automate trading activities.
- Performs electronic billing and other administrative tasks telematically, using specific software in each case.

“Commercial Care Services”

The holder:

- Develops care activities/information to the client, trying to convey the right image of the company or organization.
- Uses communication techniques in situations customer/consumer/user service, providing the information requested.
- Organizes information concerning the relationship with customers, applying organization and file techniques, both manual and electronic.
- Identifies agencies and institutions for the protection and defence of consumers and users, analyzing the responsibilities of each one.
- Makes customer/consumer claims and complaints, using communication and negotiation techniques for their resolution.
- Collaborates in executing the plan of improving service quality and customer care, applying techniques to evaluate and monitor the effectiveness of the service.

“Ecommerce”

The holder:

- Applies the guidelines of the digital marketing plan of the company, participating in its implementation and sustainability.
- Performs the actions needed to make sales online, applying e-business policies defined by the company.
- Performs the maintenance of the corporate website, the online store and catalogue, using computer applications and specific languages.
- Establishes forums for communication amongst users, using social networking of the business field.
- Uses workplaces addressed to the final user (Web 2.0), integrating computer tools and Internet resources.

“English”

The holder:

- Recognizes professional and daily information contained in oral discourses in standard language, analyzing the overall content of the message and relating it to the corresponding language resources.
- Interprets professional information contained in written texts, analyzing their contents comprehensively.
- Produces oral clear and well structured messages, taking an active part in professional conversations.
- Prepares simple texts, relating grammatical rules to its purpose.
- Applies professional attitudes and behaviours in communication situations, describing the typical relationships of the country of the foreign language.

“Professional Training and Guidance”

The holder:

- Selects job opportunities, identifying the different possibilities of labour integration, and the alternatives of lifelong learning.
- Applies teamwork strategies, assessing their effectiveness and efficiency on the achievement of the company's goals.
- Exercises rights and complies with the duties derived from labour relationships, recognising them in the different job contracts.
- Determines the protective action of the Spanish Health Service in view of the different covered eventualities, identifying the different types of assistance.
- Assesses risks derived from his/her activity, analyzing job conditions and the risk factors present in his/her labour setting.
- Participates in the development of a risk prevention plan for a small enterprise, identifying the responsibilities of all the agents involved.
- Applies protection and prevention measures, analyzing risk situations in the labour setting of the Technician in Commercial Activities.

“On the Job training”

The holder:

- Identifies the structure and the organization of the company, relating them to the production and marketing of the products obtained and the type of service provided.
- Applies ethical and work habits in the development of their professional activity in accordance to the characteristics of the job and procedures established by the company.
- Participates in economic management and treasury of small businesses, performing administrative, accounting and tax tasks with computer means used in the commercial company.
- Performs tasks of provisioning and forwarding of goods, using the POS terminal and other computer means.
- Makes business contacts with customers by different means, in order to help to meet the business objectives using the sales techniques appropriate for each situation.
- Helps to maintain the company's online store, updating the online catalogue using the technology applications.
- Performs tasks of revitalization of the shop, applying the appropriate techniques and using the resources available.
- Informs and serves customers, using the appropriate communication techniques that help to improve the image of the company.

RANGE OF OCCUPATIONS ACCESSIBLE TO THE HOLDER OF THE DIPLOMA

The Technician in Commercial Activities works in any productive sector within the marketing area or in different sections of commercial businesses, carrying out sale of products and/or services through various marketing channels or making organizational functions and management of his/her own trade.

They are self-employed who manage a small business or traditional shop, or employees who perform work in marketing departments or sections of any company or organization in various subsectors:

- In small, medium or large commercial businesses, they work as employees in the different commercial sections.
- In the marketing of products and services they are self-employed and work as employees of external commercial business.
- In the commercial department of SMEs and industrial companies.
- In the department of customer/consumer/user of public organizations.
- In commercial and industrial large and medium companies.
- In the sector of retail sale.

The most relevant occupations or jobs are the following:

- Seller.
- Technical Seller.
- Trade representative.
- Commercial guide.
- Sponsor.
- Telemarketer.
- Distance selling.
- Telemarketer (call centre).
- Information/customer service.
- Cashier or stock staff.
- Contact-centre operator.
- Online Content Manager.
- Shop assistant.
- Manager of small business.
- Warehouse and stocks management technician.
- Store Manager.
- Responsible for receiving goods.
- Responsible for freight forwarding.
- Warehouse logistics technician.
- Technician in information/customer service in companies.

AWARD, ACCREDITATION AND LEVEL OF THE DIPLOMA

Name of the body awarding the diploma on behalf of the King of Spain: Spanish Ministry of Education or the different Autonomous Communities according to their areas of competence. The title has academic and professional validity throughout Spain.

Official duration of the education/ training leading to the diploma: 2000 hours.

Level of the diploma (national or international)

- NATIONAL: Post-Compulsory Secondary Education
- INTERNATIONAL:
 - Level 3 of the International Standard Classification of Education (ISCED3).
 - Level _____ of the European Qualifications Framework (EQF__).

Entry requirements: Holding the Certificate in Compulsory Secondary Education or holding the corresponding access test.

Access to next level of education/training: This diploma may provide access to Higher Technical Cycles provided that an entrance exam is passed.

Legal basis: Basic regulation according to which the diploma is established:

- Minimum teaching requirements established by the State: Royal Decree 1688/2011, of 18 November, according to which the diploma of Technician in Commercial Activities and its corresponding minimum teaching requirements are established.

Explanatory note: This document is designed to provide additional information about the specified diploma and does not have any legal status in itself. An Annex I may be added and will be filled in by the corresponding Autonomous Community

INFORMATION ON THE EDUCATION SYSTEM

