

# EUROPASS CERTIFICATE SUPPLEMENT

## TITLE OF THE DIPLOMA (ES)

*Técnico en Actividades Comerciales*

## TRANSLATED TITLE OF THE DIPLOMA (EN)<sup>(1)</sup>

*Technician in Commercial Activities*

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(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 previsions 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 (ISCED 3).
  - Level 4A of the European Qualifications Framework (EQF4).

**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 ABOUT THE EDUCATION SYSTEM

