Summary

“Marketing” is a basic course scheduled during the second semester of year 2. This course has as general purpose to provide the students with knowledge, skills and competences needed for subsequent courses related with Marketing and Market Research and the future professional practice.

The global goal of this subject is to provide the student with a basic understanding of the marketing management, this is crucial for a successful strategic business decision making in a context of new business creation.

This goal will be achieved through the following specific objectives:

- To identify and define the main marketing concepts and their application to business
- To understand and be able to use the key concepts beyond the four marketing mix policies (product, price, place and communication)
- To apply properly all these main concepts to reality through the resolution of business cases, the discussion of readings and few activities that will constitute the practical part of the course.
- To be able to design and develop a marketing plan to launch a new product.

Course Details

- **Code:** 36265
- **Degree:** Degree in Business Management
- **Mention:** Business Creation and Management – Itinerary Entrepreneurship
- **Character:** Compulsory
- **Year:** 2nd
- **ECTS:** 6

Prior Knowledge

There are no restrictions defined; there are not other requirements.

Professors

<table>
<thead>
<tr>
<th>Name</th>
<th>Department</th>
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<tbody>
<tr>
<td>Eduardo Fons</td>
<td>Marketing and Marketing Research</td>
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Tutorials

Friday from 15:30h to 17:00h (by appointment)
Competences

BASIC COMPETENCES
• GI.1 – Analysis and synthesis
• GI.2 – Organization and planning
• GI.6 – Analysis and search of information from various sources
• GI.8 – Decision making
• GP.1 – Teamwork
• GP.3 – Critic and auto critic thinking
• GS.1 – Self study
• GS.2 – Adaptation
• GS.3 – Creativity
• GS.5 – Initiative and entrepreneurial character
• GS.8 – Coordination

SPECIFIC COMPETENCES
• EG.3 – Ability to analyze and understand dynamics behind the market, competence, consumers and shoppers, by means of the available information and all information that could be gathered from any available source, and to be able to organize, control and manage the resources and sales capacities to match the company offer and communication messages to the customer needs that are targeted.
• EA.2 – Understand the key elements in a market and the implications behind its structures.
• EA.7 – To know the main technics, methods and tools to analysis individuals behavior.
• EA.57 – To know the marketing role within the business organization
• EA.58 – To be able to identify the external client the organization is aiming.
• EA.59 – To be able to identify the needs of different customers
• EA.60 – To know the main elements that explain differences in the consumer behavior
• EA.61 – To know how to influence the main elements in the shopping behavior
• EA.62 – To be capable to develop processes and tools to collect information needed in the marketing function and knowing the main analysis methods
• EA.63 – To be capable to develop product and services from the perspective of consumer needs.

Learning Outcomes

Upon completion of this course, students will be able to:
• Analyze and describe financial transactions by using a mathematical model and to quantify the financial variables that exist in any particular financial transaction.
• Have basic knowledge of the fundamentals of MARKETING in order to apply them to solve any new transaction that could come out in the financial markets.
• Interpret accurately information about financial transactions in different contexts (asset issuances, financial regulation, financial institutions’ brochures, etc.).

Course contents

Topic 1 - Marketing: its function in the firm and in the market.
• The prescription model: capturing, defining and transmitting value
• Customer value: identifying needs, expectative and satisfaction
• Differences between needs and solution

Topic 2 - Customer Behavior
• Influencing factors
• Types of buying decisions
• Buyer decision process

Topic 3 – Environment and The Information Management System
• The Marketing environment
• The importance of information
• Components of a Marketing Information System.
• Marketing research process.

Topic 4 – Segmentation and Positioning: the S.T.P. Process
• Segmentation
• Targeting
• Positioning

Topic 5 – Product management
• Product levels
• Product development
• Product live-cycle
• Marketing services

Topic 6 - Price Management
• Concept and importance
• Pricing strategies
• Pricing decisions
• Price changes

Topic 7 - Place: Managing the Marketing Channel
• Retailing vs wholesaling
• Analyzing channels
• Selecting channels
• Intermediaries
Work Load

<table>
<thead>
<tr>
<th>PresentiaL Activities</th>
<th>Hours</th>
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<tbody>
<tr>
<td>Lectures</td>
<td>30</td>
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<tr>
<td>Practical sessions</td>
<td>30</td>
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<tr>
<td><strong>Total PresentiaL Activities</strong></td>
<td><strong>60</strong></td>
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</table>

<table>
<thead>
<tr>
<th>Non-PresentiaL Activities</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group assignments preparation</td>
<td>10</td>
</tr>
<tr>
<td>Individual assignments preparation</td>
<td>10</td>
</tr>
<tr>
<td>Self-preparation and study for evaluation activities</td>
<td>30</td>
</tr>
<tr>
<td>Self-preparation and study for assignments and lectures</td>
<td>20</td>
</tr>
<tr>
<td>Self-preparation and study for practical sessions</td>
<td>20</td>
</tr>
<tr>
<td><strong>Total Non-PresentiaL Activities</strong></td>
<td><strong>90</strong></td>
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**Total** 150

Teaching Methodology

According to the core competences to be developed, the following methodologies will be used along the course:

- Class presentations of technical concepts
- Exercise resolution
- Student presentations – the exercises will be requested and students will have to present them to the rest of the class.
- Field work collecting data
- Videos

Evaluation Criteria

The course will be graded according to the following scheme:

**Continuous Evaluation (40%)**

- Class Participation and class tests

Attendance and participation is mandatory and all students are expected to participate. Intelligent and relevant discussions are expected of each student and it is an important part of the general evaluation of the course. Among other skills, class participation is very important to develop the ability to express and defend one’s ideas. At the end of each theory session, students will answer a quick test about what has just been explained in class.

- Homework

The assignments will be split among the different sessions in order to cover the marketing plan elaboration. The students will work on a project during the whole course that will illustrate what is presented in the theory. The assignments will be due before the start of each session. An exercise schedule will be provided during the first week of class.

**Exams (60%)**

- Final Exam

There will be one final exam with theoretical and practical questions.

In order to add the continuous evaluation points to the final exam result, the student must obtain at least 5 points out of 10 in the final exam.

**Curriculum – Marketing**

**Topic 8 - Promotion: Marketing Communication**

- Communication mix
- Developing effective communications
- Advertising and public relations
- Budgeting and ROI
- Direct and online marketing

**Topic 9 – Brand management**

- The importance of a brand
- Brand Equity
- Decisions over brands
- Brands as the essence of the whole marketing strategy
CLASS ATTENDANCE
Class attendance is compulsory for the appropriate understanding of the course. Total absences above 15% of the total number of sessions will imply that the student will not obtain any grade for the continuous evaluation process. As a consequence, the final grade will be calculated applying 60% over the exam grades.

SECOND EXAMINATION SESSION NOTICE
Students failing in first examination session will have a second examination date. Continuous evaluation (40% of total grade) requires attendance and participation and therefore will not be recoverable. As a consequence, the student will maintain the grade received in first examination session.

THIRD AND FOURTH EXAMINATION
Those students that didn’t pass the subject in 1st or 2nd take and who are not retaking the whole year, will have to sign up for the subject again. They will have the right for a 3rd and a 4th take. Their evaluation will consist on:
  • Continuous evaluation 20%
  • Final test evaluation 80%

EVALUATION SYSTEM SUMMARY

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<th>Exams (6 points)</th>
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<tr>
<td>Theory test</td>
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<td>Practice test</td>
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<table>
<thead>
<tr>
<th>Continuous Evaluation (4 points)</th>
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<tbody>
<tr>
<td>Academic assessments</td>
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<tr>
<td>Class tests</td>
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References

Required book
The required text for the course is: