General overview of the module

The Marketing subject will be imparted during the first semester of the second year of the Engineering and Management Degree. It aims to provide the student with the basic knowledge of the Marketing discipline, from a theoretical and practical focus. Moreover, its content is designed to transmit to the student the need, the importance, and the utility of Marketing in any decision-making process within an organization or company. It also aims to bring the student the necessary tools so as to manage a Marketing Plan in their future companies and to carry out concrete actions with the Marketing Mix variables.

Recommended prior knowledge

<table>
<thead>
<tr>
<th>Code</th>
<th>Module</th>
<th>Credit Points</th>
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<tbody>
<tr>
<td>Not required</td>
<td>Module</td>
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</table>

Required Reading:


Key Information

- Module Code: 13532
- Module Title: Marketing
- Credit Points: 4
- Module Status: Compulsory
- Module Block: Empresa y gestión
- Course Title: BSc in Engineering and Management
- Module Theme: Marketing

Module objectives – Learning outcomes

**KEY COMPETENCES**

CB2 – The students can apply their knowledge to their work or vocation in a professional manner and have competencies typically demonstrated through the production and defense of arguments, and the solving of problems within their area of study.

CB3 – Students have the ability to gather and interpret relevant data (normally within their field of study) to issue judgments that include reflection on relevant social, scientific, and ethical issues.

CB4 – The students can transmit information, ideas, problems, and solutions to an audience, whether specialized or general.

01 – The ability to work on teams in multilingual, multidisciplinary, and multicultural environments.

04 – Learning to analyze the different elements that converge in the making of business decisions.

06 – The ability to make decisions in different environments, whether stable or uncertain.

Specific Competences

02 – Interpret the impact of economic variables on bu-
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
- The importance of information

TOPIC 2 - Customer Behavior

- Influencing factors
- Types of buying decisions
- Buyer decision process

TOPIC 3 – Environment and Marketing Plan

- The Marketing environment
- Marketing strategy and the 4 P’s of the marketing-mix
- The marketing plan
- Return On Investment (ROI)

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

TOPIC 8 - Promotion: Marketing Communication

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

TOPIC 9 - Sales Management

- Managing sales teams
- Recruiting, training and evaluating the sales force
- Supervising and motivating the sales force
- Sales in new scenarios

TOPIC 10 – Brand management

- Building strong brands
- Competitive strategies
Teaching and learning methods

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<th>Unidad Didáctica</th>
<th>Teoría aula</th>
<th>Práctica aula</th>
<th>Práctica laboratorio</th>
<th>Práctica campo</th>
<th>Práctica informática</th>
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Assessment

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<tr>
<th>Overview</th>
<th>Nº of activities</th>
<th>Weighting (%)</th>
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<td><strong>Summative assessment:</strong></td>
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<td>Multiple choice test</td>
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<td><strong>Continuous assessment:</strong></td>
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<tr>
<td>Academic assessments</td>
<td>Up to 6</td>
<td>30%</td>
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<tr>
<td>Multiple choice tests</td>
<td>Up to 10</td>
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Student evaluation will consist of both continuous and summative assessments:

1. **Continuous assessment:** The submission of practical work either carried out individually or in groups and participation in the different activities both inside the classroom, such as the analysis, summation and discussion of required readings, and outside including company visits, will account for this mark. This part of the assessment carries a weighting of 40% towards the final mark.

2. **Summative assessment:** These tests can combine both theoretical and practical content. This part of the assessment carries a weighting of 60% towards the final mark.

Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first summative assessment and any subsequent repeat if required. The repeat will only be available at the end of the semester.

In order to pass the module an average of more than 5 in summative tests must be obtained. The final mark will be calculated by the average weightings of the summative assessment in combination with the continuous assessment. The final mark achieved must be 5 or above to pass the module.

Attendance is compulsory to ensure that you extract the most value from the module and meet the learning requirements. Therefore, session absence accounting for more than 15% of the prescribed hours will result in the inability to be awarded a mark for continuous assessment. Consequently, the maximum mark that can be achieved will be that obtained solely from the summative assessments.

Students enrolling in the module for the second time will receive specific instructions from their lecturer on what is required for them to pass the continuous assessment element. The final mark will be obtained by combining the summative assessment (80%) and the continuous assessment (20%), having to gain a final mark equal to or greater than 5 to pass the module.

All students must comply with the rules of writing, spelling and grammar in the development of their work and their assessment tests.