1. **Key Information**

<table>
<thead>
<tr>
<th>Module Code: 13532</th>
<th>Module Title: Marketing</th>
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</thead>
<tbody>
<tr>
<td>Credit Points: 4</td>
<td>Module Status: Compulsory</td>
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<tr>
<td>Course Title: BSc in Engineering and Management</td>
<td>Module Theme: Marketing</td>
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</tbody>
</table>

2. **Lecturer:** Eduardo Fons D’Ocon  
   **Tutorial Hours:** Mondays 12:00-14:00 (on demand)

3. **Required Reading:**

4. **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.

5. **Recommended prior knowledge**

   13610  
   Business

   13590  
   Economics

6. **Module objectives – Learning outcomes**

   **Basic and general competences**

   CB2 – 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 – Students can transmit information, ideas, problems and solutions to an audience, whether specialized or general.

   01 - To be able to work in group, in multilingual and multicultural environments.

   04 – To learn how to analyze elements that are crucial in the business decision-making.

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

   **Specific competences**

   02 – To interpret the impact of economic variables on business activity.

   03 – To plan the implementation of business strategies.

   04 – To understand the rationale and functioning of companies, as well as their systemic character and the processes and implications related to their development and growth.

   05 – To design strategies for managing innovation by applying the appropriate techniques, models and tools.

   08 – To know how to manage projects, being clear on the company’s organizational structure and functions.

   10 – To increase the competitiveness of organizations, production systems, services and processes, applying quality-centered principles and methods.

   12 – To manage the information of a company using the appropriate technology and systems.
## 7. Teaching and learning units

**Topic 1 - Marketing: its function in the firm and in the market.**
- 1.1.- Marketing: definition and process.
- 1.2.- Understanding the market: needs, wants and solution.
- 1.3.- Customer value
- 1.4.- Building customer relationships
- 1.5.- The importance of information

**Topic 2 - Customer Behavior**
- 2.1.- The Model of Consumer behaviour
- 2.2.- Factors of influence
- 2.3.- The buyer decision process
- 2.4.- Digital consumers: Inbound Marketing

**Topic 3 – Environment and Marketing Plan**
- 3.1.- Influencing factors. Analysing the marketing environment
- 3.2.- The marketing strategy and the marketing mix
- 3.3.- Building a marketing plan
- 3.4.- Return On Investment (ROI)

**Topic 4 – Segmentation and Positioning: the S.T.P. Process**
- 4.1.- Segmentation
- 4.2.- Targeting
- 4.3.- Positioning

**Topic 5 – Product management**
- 5.1.- Products: goods and services
- 5.2.- Product levels and product classification
- 5.3.- Decisions about the product
- 5.4.- Product life-cycle strategies
- 5.5.- Services Marketing

**Topic 6 – Brand management**
- 6.1.- The importance of a brand
- 6.2.- Brand equity
- 6.3.- Decisions over brands

**Topic 7 - Price Management**
- 7.1.- Price: concept and importance
- 7.2.- Factors influencing decisions about price
- 7.3.- Prices in the value chain
- 7.4.- Pricing strategies
- 7.5.- Price changes

**Topic 8 - Place: Managing the Marketing Channel**
- 8.1.- Marketing channels and the importance of intermediaries
- 8.2.- Channels organisation
- 8.3.- Deciding what channel to use
- 8.4.- Wholesaling vs Retailing

**Topic 9 - Promotion: Marketing Communication**
- 9.1.- Main promotion strategies
- 9.2.- The promotion mix
- 9.3.- Advertising and public relations
- 9.4.- Direct marketing

**Topic 10 - Sales Management**
- 10.1.- Personal selling: concept and functions
- 10.2.- Managing the sales force
- 10.3.- The personal selling process
8. Teaching and learning methods

<table>
<thead>
<tr>
<th>Unit</th>
<th>Theory (Classroom)</th>
<th>Practical (Classroom)</th>
<th>Practical (Laboratory)</th>
<th>Practical (Fieldwork)</th>
<th>Practical (ICT)</th>
<th>Self-guided study</th>
<th>TOTAL HOURS</th>
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<td>TOTAL HOURS</td>
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9. Assessment

Students enrolling for the first time:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Acts No</th>
<th>Weight (%)</th>
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<tbody>
<tr>
<td>Continuous assessment:</td>
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<tr>
<td>Multiple choice test</td>
<td>True or false questions to be answered after the theory classes.</td>
<td>Up to 10</td>
<td>10</td>
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<tr>
<td>Open answer activities</td>
<td>Individual activities and individual presentations.</td>
<td>Up to 10</td>
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<tr>
<td>Academic assessments</td>
<td>Reports in groups</td>
<td>Up to 5</td>
<td>20</td>
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<tr>
<td>Synthesis tests:</td>
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<tr>
<td>Open answer problem solving test</td>
<td>Problems to be solved in a white paper, with limited time to answer. The student will combine the use of the theory and numerical assessments to support his/her answers.</td>
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<td>15</td>
</tr>
<tr>
<td>Multiple choice test</td>
<td>Multiple choice questions test where one of the four options is the correct one</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>Open answer questions</td>
<td>Development questions in a white paper, with limited time to answer. The student will use the theory to support his/her answers.</td>
<td>1</td>
<td>36</td>
</tr>
</tbody>
</table>

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

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 Synthesis tests.

Continuous assessment is attendance based and non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first and second call. The synthesis test could be repeated at the end of the semester.

In order to pass the module a mark equal to or greater than 5 must be obtained in the final synthesis test and the weighted mark of the synthesis tests must be equal to or greater than 5. If this is met, the final mark will be calculated by weighting the synthesis tests with the continuous assessment, having to achieve a final grade equal to or greater than 5 to pass the module. If it is not met, the final grade after weighting will be a maximum of 4,5.
### Students enrolling for the second time:

<table>
<thead>
<tr>
<th>Type</th>
<th>Description</th>
<th>Acts No</th>
<th>Weight (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Continuous assessment:</strong></td>
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<td></td>
<td>20</td>
</tr>
<tr>
<td>Academic assessments</td>
<td>Individual reports</td>
<td>Up to 4</td>
<td>20</td>
</tr>
<tr>
<td><strong>Synthesis tests:</strong></td>
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</tr>
<tr>
<td>Open answer problem solving test</td>
<td>Problems to be solved in a white paper, with limited time to answer. The student will combine the use of the theory and numerical assessments to support his/her answers.</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Multiple choice test</td>
<td>Multiple choice questions test where one of the four options is the correct one</td>
<td>1</td>
<td>20</td>
</tr>
<tr>
<td>Open answer questions</td>
<td>Development questions in a white paper, with limited time to answer. The student will use the theory to support his/her answers.</td>
<td>1</td>
<td>40</td>
</tr>
</tbody>
</table>

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

It is not compulsory to attend sessions. However, it is recommended so that the student can extract the most value from the module and effectively meet the learning requirements.

Continuous assessment is non-recoverable. Therefore, the mark obtained for this part of the assessment will serve for both the first and second call. The synthesis test could be repeated at the end of the semester.

In order to pass the module a mark equal to or greater than 5 must be obtained in the final synthesis test and the weighted mark of the synthesis tests must be equal to or greater than 5. If this is met, the final mark will be calculated by weighting the synthesis tests with the continuous assessment, having to achieve a final grade equal to or greater than 5 to pass the module. If it is not met, the final grade after weighting will be a maximum of 4.5.