

1. Key Information		
<b>Module Code:</b> 13532	<b>Module Title:</b> Marketing	
<b>Credit Points:</b> 4	<b>Module Status:</b> Compulsory	<b>Module Block:</b> Empresa y gestión
<b>Course Title:</b> BSc in Engineering and Management		<b>Module Theme:</b> Marketing

<b>2. Lecturer:</b> Eduardo Fons D'Ocon	<b>Tutorial Hours:</b> Mondays 12:00-14:00 (on demand)
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3. Required Reading:	
<i>Principles of Marketing, 15th edition, Ed. Pearson.</i>	<i>Kotler, Ph. &amp; Armstrong, G. (2014)</i>

4. General overview of the module
<p>The Marketing subject will be imparted during the first semester of the second year of the Engineering and Management Degree.</p> <p>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.</p>

5. Recommended prior knowledge	
13610	<i>Business</i>
13590	<i>Economics</i>

6. Module objectives – Learning outcomes	
Basic and General 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 business activity.	
03 – Plan the implementation of business strategies.	
04 – 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 – Design strategies for managing innovation by applying the appropriate techniques, models and tools.	
08 – Know how to manage projects, being clear on the company's organizational structure and functions.	
10 – Increase the competitiveness of organizations, production systems, services and processes, applying quality-centered principles and methods.	
12 – Manage the information of a company using the appropriate technology and systems	

7. Teaching and learning units	
Unit	Schedule Session/Week
<p>Topic 1 - Marketing: its function in the firm and in the market.</p> <ul style="list-style-type: none"> <li>The prescription model: capturing, defining and transmitting value</li> <li>Customer value: identifying needs, expectative and satisfaction</li> <li>Differences between needs and solution</li> <li>The importance of information</li> </ul>	

<p>Topic 2 - Customer Behavior</p> <ul style="list-style-type: none"> <li>• Influencing factors</li> <li>• Types of buying decisions</li> <li>• Buyer decision process</li> </ul>	
<p>Topic 3 – Environment and Marketing Plan</p> <ul style="list-style-type: none"> <li>• The Marketing environment</li> <li>• Marketing strategy and the 4 P’s of the marketing-mix</li> <li>• The marketing plan</li> <li>• Return On Investment (ROI)</li> </ul>	
<p>Topic 4 – Segmentation and Positioning: the S.T.P. Process</p> <ul style="list-style-type: none"> <li>• Segmentation</li> <li>• Targeting</li> <li>• Positioning</li> </ul>	
<p>Topic 5 – Product management</p> <ul style="list-style-type: none"> <li>• Product levels</li> <li>• Product development</li> <li>• Product live-cycle</li> <li>• Marketing services</li> </ul>	
<p>Topic 6 – Brand management</p> <ul style="list-style-type: none"> <li>• Building strong brands</li> <li>• Competitive strategies</li> </ul>	
<p>Topic 7 - Price Management</p> <ul style="list-style-type: none"> <li>• Concept and importance</li> <li>• Pricing strategies</li> <li>• Pricing decisions</li> <li>• Price changes</li> </ul>	
<p>Topic 8 - Place: Managing the Marketing Channel</p> <ul style="list-style-type: none"> <li>• Retailing vs wholesaling</li> <li>• Analyzing channels</li> <li>• Selecting channels</li> <li>• Intermediaries</li> </ul>	
<p>Topic 9 - Promotion: Marketing Communication</p> <ul style="list-style-type: none"> <li>• Communication mix</li> <li>• Developing effective communications</li> <li>• Advertising and public relations</li> <li>• Budgeting</li> <li>• Direct and online marketing</li> </ul>	
<p>Topic 10 - Sales Management</p>	

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

**8. Teaching and learning methods**

Unit	Theory (Classroom)	Practical (Classroom)	Practical (Laboratory)	Practical (Fieldwork)	Practical (ICT)	Self-guided study	TOTAL HOURS
1	3	1				7	12
2	2	1				7	10
3	2	1				7	10
4	2	1				7	10
5	4	2				7	13
6	2	2				7	11
7	2	2				7	11
8	2	2				7	11
9	2	2				7	11
10	3	2				7	11
<b>TOTAL HOURS</b>	<b>24</b>	<b>16</b>				<b>70</b>	<b>110</b>

**9. Assessment**

**Overview**

	Nº of activities	Weighting (%)
<u>Summative assessment:</u>		<u>60%</u>
Multiple choice test	1	10%
Open answer test	1	30%
Problem solving test	1	20%
<u>Continuous assessment:</u>		<u>40%</u>
Academic assessments	Up to 10	30%
Multiple choice tests	Up to 10	10%

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.

