

## MARKETING

### COURSE DETAILS

<b>Code</b>	36265
<b>Degree</b>	Degree in Business Management
<b>Mention</b>	Business creation and management
<b>Itinerary</b>	Entrepreneurship
<b>Year</b>	2º
<b>ECTS</b>	6

### Professor

<b>Name</b>	<b>Department</b>	<b>Tutorials</b>
Eduardo Fons	43-Marketing and Marketing Research	

### 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.

## **PRIOR KNOWLEDGE**

Prior knowledge: there are not restrictions defined; there are not other requirements.

## **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:

- Have a basic knowledge of marketing role within the organization
- Understand the basic four Ps of the marketing mix and their strategic and tactic implications
- To create a marketing plan
- To know the main tools for marketing communications
- To know the main distribution channel elements and their roles
- To know the product life-cycle and the innovation adoption
- To know the relevance of price and the main related decisions
- To set up the needed resources to properly know the market as well as the relationships with the environment
- To understand the key marketing strategies and be able to apply them in a competitive context
- To plan and develop a basic market research process

## COURSE CONTENTS

### **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.- Marketing management: Setting and controlling the marketing plan
- 1.5.- Building customer relationships: Customer equity

### **Topic 2 – Environment and The Information Management System**

- 2.1.- The Macroenvironment
- 2.2.- The Microenvironment
- 2.3.- The Marketing Information System
- 2.4.- The Market Research process

**Topic 3 - Customer Behaviour**

- 3.1.- The Model of Consumer behaviour
- 3.2.- Factors of influence
- 3.3.- The buyer decision process
- 3.4.- Digital consumers: Inbound Marketing.

**Topic 4 – Segmentation, Targeting and Positioning**

- 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.- Marketing for services

**Topic 6 – Brand management**

- 6.1.- The importance of a brand
- 6.2.- Brand equity
- 6.3.- Decisions over brands
- 6.4.- e-Branding

**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 approaches
- 7.5.- Pricing strategies and pricing techniques
- 7.6.- Price changes

**Topic 8 - Place: Managing the Marketing Channel**

- 8.1.- The nature and importance of marketing channels
- 8.2.- Channel organisation
- 8.3.- Decisions about channels
- 8.4.- Wholesaling vs Retailing
- 8.5.- From multichannel to onmichannel

**Topic 9 - Promotion: Marketing Communication**

- 9.1.- Developing effective communications
- 9.2.- Promotion strategies
- 9.3.- The Promotion Mix
- 9.4.- Advertising and public relations
- 9.5.- Direct and online marketing

## WORKLOAD

ACTIVITIES	HOURS	ATTENDANCE REQUIRED
Lectures	30	Yes
Practical sessions	30	Yes
Group assignments preparation	30	No
Individual assignments preparation	30	No
Self-preparation and study for evaluation activities	10	No
Self-preparation and study for assignments and lectures	10	No
Self-preparation and study for practical sessions	10	No
<b>TOTAL</b>	<b>150</b>	

## TEACHING METHODOLOGY

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

- Class presentations of technical concepts
- Practical cases
- 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**. If the final exam is failed, the final mark obtained after applying the prior weighting will be a maximum of 4.5. Thus, if the exam is less than 5 and after applying the weighting the final mark is greater than 4.5, it will remain at that 4.5. If, on the other hand, this grade is less than 4.5, the grade obtained will be maintained.

### **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%

<b>EVALUATION SYSTEM SUMMARY</b>	
<b>Exams (60%)</b>	
Open answer test	<b>36%</b>
Problem solving test	<b>15%</b>
Multiple choice test	<b>9%</b>
<b>Continuous Evaluation (40%)</b>	
Academic assessments in groups	<b>20%</b>
Practice individual assessments	<b>10%</b>
Theory individual class tests	<b>10%</b>

## REFERENCES

### REQUIRED BOOK

- Kotler, P., & Armstrong, G. (2018). Principles of Marketing (17th Global ed.). *Edinburgh Gate: Pearson Education Inc.*