

Marketing

Academic Year: (2018 / 2019)

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Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Students that enroll in this subject should have passed or at least have sound knowledge of Statistics, Microeconomics and Essentials of Business.

OBJECTIVES

Knowledge:

- Understand the basic principles of strategic marketing direction
- Know the basic market research tools
- Understand the consumer purchasing decision process
- Learn fundamental concepts of segmentation and positioning
- Understand the basic principles of operational marketing direction
- Acquire basic notions of CRM

Abilities

- Ability to design analyze the competitive marketing situation of a company
- Ability to make a diagnosis of the strategic position of the company in the market
- Ability to perform the analysis autonomously, but working as a team
- Leadership of the marketing strategy design process
- Ability to work as a team

Attitudes

- Acquiring an ethical behavior in the marketing direction
- Ability to defend their points of view.
- Adopt a positive attitude to solve unfavorable marketing situations
- Acquiring an ethical behavior in the development of market research following the code of ethics of ESOMAR

DESCRIPTION OF CONTENTS: PROGRAMME

1. The Marketing process: strategic vs tactical marketing
2. CRM: Customer Relationship Management
3. The marketing environment.
4. Marketing research process
5. Consumer Behavior
6. Market Segmentation, and Positioning strategies
7. Product and Brand decisions
8. Distribution channel decisions
9. Pricing.
10. Communication strategies and marketing promotions
11. The Marketing Plan and Marketing Audit

LEARNING ACTIVITIES AND METHODOLOGY

Every week students will have two classes, one and a half theory lecture to provide knowledge skills, and one and a half practice class where students can acquire additional skills and attitudes through projects, exercises and case discussions, both individually and in groups.

The students will have teaching materials prepared specifically for the subject that can be complemented with the bibliography.

ASSESSMENT SYSTEM

% end-of-term-examination/test:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

The final grade is given by the weighted average of:

Assignments (10% of the course grade): There will be several individual assignments that will be collected and graded.

Marketing Research project (30% of the course grade): It is a team work made during the semester.

Mid Term Exams (60% of the course grade): There will be 3 mid-term cumulative tests, accounting for 20% of the course grade each.

To pass the subject, you should get more than 5 out of 10. A student who does not pass at the first sitting may resit the subject. The resit accounts for the 100% of the evaluation.

BASIC BIBLIOGRAPHY

- Lambin, Jean-Jacques; Chumpitaz, Ruben; Schuiling, Isabelle Market-driven Management, Palgrave Macmillan, 2nd edition, 2007