

Academic Year: ( 2018 / 2019 )

Review date: 03/04/2018 12:32:39

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Compulsory ECTS Credits : 6.0

Year : 3 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 the following subjects:

Statistics I and II  
Microeconomics  
Essentials of Business

WARNING: International exchange students with little background on these subjects will have difficulties to pass, and they are advised not to enroll in the marketing subject.

## 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  
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

TOPIC 1. MARKETING INTRODUCTION  
TOPIC 2. MARKET RESEARCH I  
TOPIC 3. MARKET RESEARCH II  
TOPIC 4. CONSUMER BEHAVIOR  
TOPIC 5. METRICS AND MODELS  
TOPIC 6. MARKETING STRATEGY

## LEARNING ACTIVITIES AND METHODOLOGY

Every week students will have two classes, one an a half theory lecture to provide knowledge skills, and a 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

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

THIS SUBJECT DOES NOT HAVE FINAL EXAM IN JANUARY, THE MARK ARE OBTAINED IN THE PRACTICE CLASSES

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 need to get at least 5 points out of 10.

(RECALL THAT IF YOU FAIL THE SUBJECT, THERE IS A RETAKE EXAM IN MAY, then it will count for the 100% of the grade).

## BASIC BIBLIOGRAPHY

- Jean-Jacques Lambin, Ruben Chumpitaz and Isabelle Schuiling Market-Driven Management, Macmillan.

## ADDITIONAL BIBLIOGRAPHY

- Philip Kotler, Keller Kevin Lane Marketing management, Pearson, Prentice House.
- William R. Dillon, Thomas J. Madden Marketing research in a marketing environment, Irwin.