

Academic Year: (2019 / 2020)

Review date: 01-05-2019

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

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 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
- 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 Y MODELS
- TOPIC 6. MARKETING STRATEGY

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

The final grade of this subject is the average between the continuous assessment grade (the assessment of work continuously developed during the course), and the grade of a final multiple-choice exam (each part counts for the 50% of the final grade). To pass the subject you need to get at least 5

points out of 10 in the final grade.

The continuous assessment grade is based on the following tasks:

(i) Assignments, cases and/or mid-term exams (20% of the course grade).

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

(RECALL THAT IF YOU FAIL THE SUBJECT ON YOUR FIRST ATTEMPT, THERE IS THE POSSIBILITY TO RETAKE AN EXAM, then the final grade is the maximum between the retake exam mark, and the weighted average of the retake grade and the continuous assessment grade.)

% end-of-term-examination: 50

% of continuous assessment (assignments, laboratory, practicals...): 50

BASIC BIBLIOGRAPHY

- Lambin, Jean-Jacques Market-driven management : strategic and operational marketing , McMillan Press, 2000
- Lambin, Jean-Jacques; Chumpitaz, Ruben; Schuiling, Isabelle Market-driven Management, Palgrave Macmillan, 2nd edition, 2007
- William R. Dillon, Thomas J. Madden, Neil H. Firtle Marketing research in a marketing environment , Irwin, 1994

ADDITIONAL BIBLIOGRAPHY

- Kotler, Philip Principles of marketing, Prentice Hall, 2000
- MUNUERA ALEMÁN, J.L.; RODRÍGUEZ ESCUDERO, A. I. Estrategias de Marketing. Un enfoque basado en el proceso de dirección, ESIC Editorial.