

Academic Year: (2019 / 2020)

Review date: 21-04-2019

Department assigned to the subject: Department of Business Administration

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

STUDENTS ARE EXPECTED TO HAVE COMPLETED

Not required

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

Skills to be acquired

General skills

*CG1: Solid theoretical knowledge of Marketing and Market Research.

*CG8: Ability to solve real problems.

*CG9: Ability to work in teams under different environments, such as interdisciplinary, multicultural and/or international.

*CG15: Ability to get adapted to new situations.

*CG18: Ability to work autonomously.

*CG21: Effective management of time and pressure.

Specific skills:

*CE3. To know and apply the fundamental theories of strategic and operational marketing, and its application to marketing management under different philosophical approaches, emphasizing market orientation.

*CE7: To learn how to use the abilities acquired by simulating real situations and through contact with business reality.

Learning Objectives:

¿ To understand how effective marketing-mix programs can be designed making decisions about product, price, communication and distribution.

¿ Be able to relate theory and practice, implementing and evaluating the results of the operational decisions.

DESCRIPTION OF CONTENTS: PROGRAMME

The aim of course this course is that Students develop personal managerial skills in "learning by doing" spirit. Students will compete playing on QUANTUM, a strategic marketing business game. QUANTUM is a marketing business-game for the development of practical skills in marketing management. It is based on the best analytical models for marketing decision making, combining academic rigor with manager's experiences in international markets. With this distinctive tool, the students learn concepts of product positioning, competitive strategy, new product development and life cycle forecasting, standardization or adaptation of products in international markets, sales promotion and loyalty programs, among others. QUANTUM is proprietary software, developed by a team of professors in Marketing Modeling at Universidad Carlos III: Mercedes Esteban-Bravo, Nora Lado Cousté, and Jose M. Vidal-Sanz.

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

The final grade in the course will be based on both individual and group work, as follows:

Your final grade will be assigned based on:

-Team performance for Quantum simulation game: 30%

-Weekly Quantum report: 20%

-Individual performance: 10 %

Final exam: 40%.

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination: 40

% of continuous assessment (assignments, laboratory, practicals...): 60

BASIC BIBLIOGRAPHY

- Mizik, Natalie and Dominique M. Hanssens (eds.) Handbook of Marketing Analytics. Methods and Applications in Marketing Management, Public Policy, and Litigation Support., UK: Edward Elgar Publishing, 2018

- Philip Kotler Marketing Management, Prentice Hall Publishers, 2003