

Academic Year: (2019 / 2020)

Review date: 29-04-2019

Department assigned to the subject:

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Market analysis

OBJECTIVES

The course introduces students to major areas in marketing, both at the strategic and tactical levels: learning about marketing environments, customers, and competitors; choosing attractive target segments; developing marketing strategies to achieve long-term objectives; assembling the marketing-mix to accomplish the desired positioning; and planning, executing, and monitoring marketing actions to assure customer satisfaction at a profit.

1. BUSINESS KNOWLEDGE AND SKILLS

1.1. Students should gain a thorough understanding of the problems relevant to the different functional areas.

Students should have a complete understanding of the most important Finance, Accounting, Management, Marketing and Operations problems. They should understand the most relevant aspects of the problems as well as the potential solutions to them. Regular course work is designed to meet this objective.

1.2. Students should be able to diagnose potentially complex real-world problems.

For this purpose, they should be able to gather and analyze the relevant data. Regular course work, electives, case studies and the Business plan are designed to meet this objective.

1.3. Students should be able to relate theory and practice.

Students should be prepared to tailor general concepts and solutions to specific organizational settings. Case studies, simulation games and the Business Plan are designed to meet this objective.

1.4. Students should be able to understand the role of ethics and sustainability in business decision making

Students should have a complete understanding of the causes and consequences of ethical behavior and sustainability issues. Students should be able to provide potential solutions to them. Regular course work, electives, case studies and the Business plan are designed to meet this objective.

1.5 Students should be able to understand the role of digitalization in business decision making

Students should have a full understanding of how digitalization affects the business world. They should be able to understand the problems and create potential solutions to them. Regular course work, electives, case studies and the Business plan are designed to meet this objective.

2. ORGANIZATION TEAM AND PERSONAL SKILLS

2.1. Students should be able to explain their diagnosis and the solutions they propose in a clear and convincing way.

(a) Students should be able to effectively communicate verbally in both English and Spanish languages with different types of people, particularly senior managers, teammates, subordinates, clients and suppliers. The team work that is being carried out throughout the year, electives and the Business Plan are designed to meet this objective.

(b) Students should be able to effectively communicate in writing ideas and arguments in both English and Spanish languages with different types of people, particularly senior managers, teammates, subordinates, clients and suppliers. Case studies, projects and the Business Plan are designed to meet this objective.

2.2. Students should be able to work effectively in teams and to demonstrate their capacity in managing diversity

(a) Students should demonstrate their capacity to listen, manage and influence others and facilitate their development.

(b) Students should demonstrate their capacity to perceive commonalities and differences in other's values, styles and perspectives. To this purpose they will intensively work in teams throughout the

program.

2.3. Students should be able to demonstrate their capacity to lead others and their own professional life

(a) Each graduate will use team building and high performance management behaviors to lead a team task that results in effective team performance

(b) Students should be able to assess their own strengths and weaknesses and manage risk in the design of their professional careers

DESCRIPTION OF CONTENTS: PROGRAMME

Specific topics covered in this course include:

- Marketing domain and key concepts
- Marketing strategy
- Segmentation and positioning
- The 4 Ps: Decisions about Product, Price, Distribution, Communication
- Service marketing
- Customer Relationship Management
- Marketing intelligence
- Marketing plan
- Trends in Marketing

DETAILED PROGRAM OF THE COURSE

Class 1: Course introduction, domain of marketing, key concepts

Readings: Kotler Chapters 1 (A and B)

Introduction to the case study: Unilever in Brazil.

Class 2: Marketing strategy (environment and the competition)

Readings: Kotler Chapter 9 (A). Chapter 11 (B)

Case discussion: Unilever in Brazil. Read the case carefully before class. Be prepared to answer questions related to the decisions outlined in the case.

Class 3: Segmentation and positioning

Readings: Kotler Chapters 10, 12 (A). Chapter 10 (B)

Case Discussion: Clean Edge Razor. Read the case carefully before class. Be prepared to answer questions related to the decisions outlines in the case.

Class 4: The 4 Ps

Readings: Kotler chapters 14, 16, 17 and 20 (A). Chapter 12, 14, 15 and 17 (B)

Class Practice: Exercise with real top companies and the effective use of 4Ps in Marketing Management

Class 5: Service marketing

Readings: Kotler Chapter 11 (1st part) and 18 (A). Chapter 13 (B)

SPSS practice: Analyzing customer surveys

Class 6: Customer Relationship Management

Readings: Kotler Chapter 11 (2nd part) (A)

Class 7: Marketing intelligence

Readings: Kotler Chapter 3 (B)

SPSS practice: Understanding Big Data in ¿Loans Bank¿

Class 8: Marketing plan (i)

Readings: Kotler Chapter 3 (A). Chapter 2 (B)

Case discussion: Cottle-Taylor: Expanding the Oral Care Group in India. Read the case carefully before class. Start analyzing situation of the firm, understanding the strategic decisions and thinking of a plan proposal. Bring your laptop (Excel) for data analysis.

Class 9: Marketing plan (ii)

Presentations: Designed marketing plan for improving Cottle-Taylor¿s performance. Integrating key concepts of marketing.

Class 10: Trends in Marketing

Readings: Kotler Chapters 20, 21 (A). Chapter 19 and 22 (B)

Class Discussion: Benetton, 40 years timeline. Discussion about Benetton campaigns and group debate about their effectiveness

Final Examination The final examination covers readings, lectures, and cases assigned for all classes.

LEARNING ACTIVITIES AND METHODOLOGY

Evaluation is based on individual performance and class discussions, team work on case studies' analyses, performance using the software SPSS for decision making, midterm examination, and final examination.

Individual analyses will be based on specific case studies; team work will include decision making processes in solving case analyses and appropriate use of data using SPSS (points awarded for group work will be based on overall team performance and allocated to each team member based on a peer evaluation).

The midterm and final examination will be based on assigned readings, lectures, and case assignments.

ASSESSMENT SYSTEM

Weights of course activities in deciding final grades are:

Individual assignments and participation	25%	
Group work, presentations	25%	
SPSS activities, exercises		10%
Final examination		40%

The retake assessment system will be similar to the final exam (100%)

% end-of-term-examination:	40
% of continuous assessment (assignments, laboratory, practicals...):	60

BASIC BIBLIOGRAPHY

- 1. Kotler, P. , Keller, KL., Brady, M., Goodman, M. & Hansen, T. Marketing Management, Pearson, 2009 (online access)
- 2. Kotler, P., & Keller, KL. Marketing Management, Pearson International Edition. 13th Edition, 2009

ADDITIONAL BIBLIOGRAPHY

- Wirtz, Lovelock Services Marketing: People, Technology, Strategy, World Scientific., 2016