

Academic Year: (2019 / 2020)

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Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing

OBJECTIVES

Knowledge:

- ¿ Learn the main tools to analyze the competitive situation of a company marketing
- ¿ Apply knowledge to any type of company and market
- ¿ Synthesize the measures of market response and its relationship with marketing objectives
- ¿ Learn the major components of a marketing plan
- ¿ Evaluate the performance of the main objectives of the marketing function

Skills

- ¿ Ability to design to analyze the competitive situation of a company marketing
- ¿ Ability to diagnose the company's strategic position in the market
- ¿ Ability to perform the analysis independently, but with teamwork
- ¿ Leadership skills in the design process and implementation of marketing strategy
- ¿ Capacity for decision making
- ¿ Ability to interact with others. Team work
- ¿ Ability to allocate time scheduled and so to complete a task on time
- ¿ Ability to integrate different theoretical concepts and assess the interaction between them
- ¿ Ability to apply knowledge of marketing to a market situation

Attitudes

- ¿ Acquire ethical behavior in marketing management
- ¿ Ability to defend their views.
- ¿ Adopt a positive attitude to resolve situations of not performing marketing
- ¿ Develop the ability to find creative solutions
- ¿ Develop the ability to understand and accept other points of view
- ¿ Development of an innovative and entrepreneurial attitude

DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to Marketing simulation

- ¿ Operational marketing: 4 Ps
- ¿ Product: Types
- ¿ Multi-attribute Product
- ¿ Innovation and Diffusion of innovations
- ¿ New Product Development Process
- ¿ Brand Management
- ¿ Pricing: Determinants and strategies
- ¿ Pricing based on costs
- ¿ Pricing based on demand
- ¿ Pricing based on competition
- ¿ Communication: Nature and Function

- ¿ Mix-media: integrated communication
- ¿ Advertising
- ¿ Sales promotion
- ¿ Sponsorship, PPRR
- ¿ Below the Line Communication
- Digital communications
- ¿ Sales Force
- ¿ Distribution: Types of channels
- ¿ Coverage of the distribution and conflict within the channel.
- ¿ Strategies for communication with distributors
- ¿ Marketing Plan
- ¿ Content of the marketing plan
- ¿ Marketing Audit

LEARNING ACTIVITIES AND METHODOLOGY

The knowledge skills and attitudes will be acquired by students through lectures and through participation in a marketing simulation game. Each student group will participate in a simulation game where they will take marketing decisions that fall within the Marketing Division and they will compete in a virtual world with other companies.

Skills are developed especially throughout the semester in practical simulation group and the oral presentation and written as a team. The simulation will be compulsory and will mean a heavy burden of work, something that will be reflected in the note-final qualification.

6 ECTS credits of the course correspond using the following structure:

Lectures and theoretical sessions: 3 ECTS

Simulation: 3 ECTS

The keynote lectures and will help establish the conceptual basis for the student to develop skills set correctly. The simulation will develop diagnostic capabilities, evaluation, integration of concepts and their application and develop their skills in teamwork, decision making and communication skills.

ASSESSMENT SYSTEM

| | |
|---|----|
| % end-of-term-examination/test: | 50 |
| % of continuous assessment (assignments, laboratory, practicals...): | 50 |

It is necessary to pass the final exam.

The evaluation system for the ordinary exam period is as follows:

If this condition is fulfilled then the following rule will be applied:

50% the final examination of the contents of the subject, mainly to assess the knowledge acquired.

50%: Simulation results, class presentations and evaluation of the final work (including some extra activities according to indication).

For the extraordinary exam period, the student can choose:

A) 50% the final examination of the contents of the subject, mainly to assess the knowledge acquired.

50%: Simulation results, class presentations and evaluation of the final work.

b) 100% final exam.

BASIC BIBLIOGRAPHY

- Jean Jacques Lambin, Isabelle Schuiling Market-Driven Management: Strategic and Operational Marketing 3rd Edition, Palgrave Macmillan, 2012
- Jean-Jacques Lambin J.J., Galucci, C. y Sicurello C. Dirección de Marketing, McGrawHill, 2009.
- Phil Kotler, Kevin Keller, Malcolm Goodman, Mairead Brady, Torben Hansen Marketing Management_p4 European Edition P, Pearson Prentice Hall, 2019

ADDITIONAL BIBLIOGRAPHY

- Lambin, J-J., Schuiling, I. Market-Driven Management,: Strategic and Operational Marketing, Palgrave Macmillan, 2012

BASIC ELECTRONIC RESOURCES

- Mercedes Esteban; jose Vidal, Nora Lado . Quantum Student Software:
<http://www.business.uc3m.es/es/software/quantum>