

## Marketing for new ventures

Academic Year: ( 2020 / 2021 )

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Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Bachellor, engineering or architectural degree

## OBJECTIVES

At the end of the course participants will be able to:

- Be aware and understand the complexities of consumer buying behavior and decision-making as well as knowledge of theories concerning these issues
- Understand the main themes in marketing strategy, connecting the companies resources with the market. The importance of company competencies in relation to the external situation is extensively explored.
- Apply strategy theories on situations facing industries and companies in the changing environment.
- Be knowledgeable about environmental and competitive analysis, and the instruments for marketing research
- Understand the relationships between strategic and operational decisions in the area of marketing
- Develop the necessary skills to design a market research study
- Develop a marketing plan for a product or service business
- Understand the differences between domestic and international marketing and analyze the challenges of the new emerging markets and the internationalization of marketing plans.

## DESCRIPTION OF CONTENTS: PROGRAMME

1. The role of modern marketing in the success of the business project.
2. New marketing trends: new customers, new markets, new responses.
3. The contribution of marketing to innovation in the company: creativity and value creation.
4. Market research and marketing information systems. Techniques and digital tools for data collection and study of consumer behavior.
5. The marketing plan: specific challenges of the new company and newly created companies.
6. Digital Marketing: tools for entrepreneurs, online campaigns, metrics, SEO and content creation to add value.
7. Sales forecasting techniques: estimates of the demand for the new business project.
8. Environmental marketing and socially responsible marketing

## LEARNING ACTIVITIES AND METHODOLOGY

During the course, different cases and practical exercises on marketing management and market research will be analyzed. In the last weeks, and as a group project, students will implement a business marketing and communication plan.

## ASSESSMENT SYSTEM

<b>% end-of-term-examination/test:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

Assessment will be based on a mixture of individual and group work. In determining grades, specific assignments will be weighted as follows.

<b>% end-of-term-examination/test:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40

General Individual participation, readings and class discussion: 10 %  
 Final exam: 60 % (Minimum score to be considered: 3.8 over 10)  
 Team work (cases) and project: 30