

Academic Year: ( 2020 / 2021 )

Review date: 10-07-2020

Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVÍÑO FERNANDEZ, JULIO

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

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

Business economics  
Business Administration ( Introduction)

**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****TOPICS TO BE COVERED:**

1. INSIGHT INTO MARKETING AND THE NEW 4PS
2. STRATEGY DEVELOPMENT AND MARKETING PLANNING
3. THE MARKETING ENVIRONMENT: MAJOR VARIABLES OF ANALYSIS
4. COMPETITIVE ANALYSIS: INDUSTRY TRENDS AND CHALLENGES
5. CONSUMER AND BUYING BEHAVIOR AND CUSTOMER RELATIONSHIP MANAGEMENT
6. MARKETING RESEARCH AND MARKETING INFORMATION
7. MARKETING INTELLIGENCE
8. MARKETING SEGMENTATION FOR CONSUMER AND INDUSTRIAL PRODUCTS
9. POSITIONING: CONCEPTS AND STRATEGIES
10. PRODUCT AND SERVICE MANAGEMENT DECISION AND DEVELOPMENT STRATEGIES.
11. BRANDING MANAGEMENT: CONCEPTS, STRATEGIES AND THE DEVELOPMENT OF A BRAND IDENTITY
12. RETAIL AND CHANNEL DECISIONS AND THE NEW CHANNEL: THE ECOMMERCE
13. PRICING: CONCEPTS, DECISIONS AND PRICING IN THE INTERNET
14. DESIGNING AND MANAGING INTEGRATING MARKETING COMMUNICATIONS. COMMUNICATION IN THE ERA OF SOCIAL MEDIA
15. PLAN DE MARKETING
16. GLOBAL MARKETING: CROSSING MARKETS AND CULTURES AND NEW EMERGING MARKETS.

**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

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

General Individual participation:	10 %
Readings and Class discussion:	10%
Final exam:	50 % (Minimum score to be considered: 3.9 over 10)
Team work (cases) and project:	30 %
Total	: 100%

**% end-of-term-examination:** 50

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

## BASIC BIBLIOGRAPHY

- Cerviño, Julio Marcas Internacionales: Cómo crearlas y gestionarlas, Pirámide, 2002
- Cerviño, Julio Marketing Internacional: Nuevas perspectivas para un mercado globalizado, Pirámide, 2013
- Lambin, J-J, R. Chumpitaz & I. Schuiling Market-driven management: Strategic and operational marketing (2nd edition). , London: Palgrave Macmillan , 2007
- Philip Kotler and Gary Armstrong Principles of Marketing (9th edition), Prentice Hall, 2001
- Philip Kotler and Kevin Keller Marketing Management (14th edition), Pearson PrenticeHall, 2011
- William R. Dillon, Thomas J. Madden and N. Firtle Marketing research in a marketing environment (3rd edition), Irwin, 1993