Marketing Management

Academic Year: (2021 / 2022)   **Review date: 30-05-2021**

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required

OBJECTIVES

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 OUTCOMES
The student identifies the objectives of the marketing function.
The student lists the main instruments to define the operational strategy of the company in the market, and applies the knowledge to any type of company and market.

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

TRAINING ACTIVITIES OF THE SUBJECT
AF3 Theoretical practical classes
AF6 Group work
AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours /% face-to-face
AF3 126 126 100
AF6 174 0 0
AF7 150 0 0
TOTAL SUBJECT 450 126

TEACHING METHODOLOGIES
MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.
MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.
MD3 Resolution of practical cases, problems, etc.¿ raised by the teacher individually or in groups
MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases
MD5 Preparation of works and reports individually or in groups

ASSESSMENT SYSTEM

% end-of-term-examination: 40

% of continuous assessment (assigments, laboratory, practicals…):   60

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.

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