

Academic Year: (2021 / 2022)

Review date: 04-06-2021

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Students that enroll in this subject should have passed or at least have sound knowledge of the following subjects:

Statistics I and II
Microeconomics
Essentials of Business

WARNING: International exchange students with little background on these subjects will have difficulties to pass, and they are advised not to enroll in the marketing subject.

OBJECTIVES

Knowledge:

Understand the basic principles of strategic marketing direction
Know the basic market research tools
Understand the consumer purchasing decision process
Learn fundamental concepts of segmentation and positioning
Acquire basic notions of CRM

Abilities

Ability to design analyze the competitive marketing situation of a company
Ability to make a diagnosis of the strategic position of the company in the market
Ability to perform the analysis autonomously, but working as a team
Leadership of the marketing strategy design process
Ability to work as a team

Attitudes

Acquiring an ethical behavior in the marketing direction
Ability to defend their points of view.
Adopt a positive attitude to solve unfavorable marketing situations
Acquiring an ethical behavior in the development of market research following the code of

ethics of ESOMAR

DESCRIPTION OF CONTENTS: PROGRAMME

TOPIC 1. MARKETING INTRODUCTION
TOPIC 2. MARKET RESEARCH I
TOPIC 3. MARKET RESEARCH II
TOPIC 4. CONSUMER BEHAVIOR
TOPIC 5. METRICS AND MODELS
TOPIC 6. MARKETING STRATEGY

LEARNING ACTIVITIES AND METHODOLOGY

Every week students will have two classes, one an a half theory lecture to provide knowledge skills, and a one and a half practice class where students can acquire additional skills and attitudes through projects, exercises and case discussions, both individually and in groups.

The students will have teaching materials prepared specifically for the subject that can be complemented with the bibliography.

ASSESSMENT SYSTEM

The final grade of this subject is the average between the continuous assessment grade (the assessment of work developed during the course), and the grade of a final multiple-choice exam (each part counts for the 50%). The continuous assessment grade is based on the following tasks:

- (i) Assignments, cases and/or mid-term exams (30% of the course grade).
- (ii) Marketing Research teamwork project (30% of the course grade).

To pass this subject in the first call, you need to obtain a minimum grade of 5 points (out of 10) in the final exam. In the event of failing the subject, the student can retake the exam in the second call (in Spring).

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

BASIC BIBLIOGRAPHY

- Esteban-Bravo, M. and J. M. Vidal-Sanz Marketing Research Methods: Quantitative and Qualitative Approaches, Cambridge University Press., 2021
- Jean-Jacques Lambin, Ruben Chumpitaz and Isabelle Schuiling Market-Driven Management, Macmillan.

ADDITIONAL BIBLIOGRAPHY

- Philip Kotler, Keller Kevin Lane Marketing management, Pearson, Prentice House.