Marketing

Academic Year: (2022 / 2023) **Review date: 18-05-2022**

Department assigned to the subject: Business Administration Department

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Business Economics or Business organization, o any similar course

OBJECTIVES

The objective of this course is that the student should acquired an adecuate understanding of the significance, extension, importance and content of Marketing. It should provide a general framework to understand how marketing activities are undertaken within organizations. In order to reach this objective, the student must acquire the following knowledges, capabilities, skills and actitudes.

In regard to knowledge, once the course in finished, students should be capable of:
- To know the specifities of the marketing of services and products.
- To understand the different phases of a market research project and also the behaviour of the consumer, mainly from his/her decision and purchasing making process, to the implementation and development of a marketing plan.
- To know and identify the decision making process for products and services.
- To analyze the concept of consumer satisfaction within the business of tourism.
- To evaluate and sythetize the commercial and competitive information to establish competitive policies and marketing plans for any company.
- To develop a marketing plan. Students should apply all knowledge acquired in this marketing plan.

In regard to capabilites, these can be classified in two different groups: specific capabilites and more generic capabilities or skills.

In terms of specifici capabilities, once the course is finished, the student should be able to:

- To identify the relevant dimesions of the commercial environment for the company.
- To know and utlize the most appropiate instruments to understand the whole business environment.
- To understand the different variables for the marketing decision within the marketing mix, and its relationship with the company marketing strategy.

In regard to the general skills, during the course, work will be focused on:
- Develop the skills to search for appropiate information in regard to the academic materials.
- Develop personnal capabilities to work in group and acomplished team work related projects, as well as to make personal presentations within the group presentation.
- To be able to summarize in a final document the group project for the semester: a full marketing plan.
- Skills to make a diagnostic and full recommendations for commercial actions in terms of companies, sectors or institutions.
- To develop the necessary actitudes and skills to be able to work individually as well as in a group, applying the analysis and practical application of the conceptual and empirical knowledge acquired during the course.

In regard to the actitudes and other skills, once the course in finished, the student should be able to:

Be creative to confront recomendations and actions, based on theoretical foundations.

DESCRIPTION OF CONTENTS: PROGRAMME

Topic 1. The Marketing process: strategic vs tactical marketing
Topic 2: Relationship marketing and the Key Account Management
Topic 3: The marketing envirorment. External and internal analysis.
Topic 4. The market reserach process within marketing

Topic 5. Consumer Behaviour
Topic 6. Market Segmentation: Consumer products and industrial products
Topic 7. Positioning strategies and policies
Topic 8. Marketing Mix: Product decisions
Topic 9. Brand strategy and policies: The branding decisions
Topic 10. Distribution channel decisions
Topic 11. Price policies.
Topic 12. Commercial communication and marketing promotions
Topic 13. The Marketing Plan and Marketing Audit

LEARNING ACTIVITIES AND METHODOLOGY

Competencies, actitudes and skills will be acquired by students through teaching sessions, individual case study with brief case analysis, analysis of web pages of corporations and institutions, as well as the development with a work group of a final marketing project, which will be a company marketing plan.
Skills in regard to the diagnosis and recommendations of actions, and the capability to syntetize the ideas, concepts and results, will be developed along the semester within the work group marketing project, which will be compulsory and will have an important work load withing the full course. It will also have an important weight within the final couse grade.
The course will have the following struture:

- Students will have the information about the bibliografic material, which will be stated in the recommende bibliografy. They will also have the teaching materials prepared by the professor for the course.
- Companies brief cases, mainly derived from professional journals and magazines. This material will be the basis for class discussion. These brief cases will be done either as individual work and as group work, depending on the case and theme.
- A full guide to develop the semester final marketing project: a marketing plan for a tourist company or institution.

The different cases, either those done individualistic or those done in group, will be given to the professor in due date.

The 6 ECTS credits will be structured as follows:

Teaching classes for theory and concepts: 3 ECTS
Individual cases: 1 ECTS
Group cases and final marketing project: 2 ECTS

The theoretical and conceptual classes will allow students to adecuately develop the proposed competencies, and specially, to know the specific caratheristics of the marketing of products and services. Cases and group related activities will allow students to focus in diagnostic, evaluation capabilities, as well as develop their skills to work in a group and to acquired the responsability to comply to deadlines and group objectives.

ASSESSMENT SYSTEM

The final evaluation scheme is established based on three different grades:
60%: a final exam that will cover all theoretical contents of the course. It is aimed to evaluate the acquired knowledge. Minimum grade in the exam for final evaluation: 3.9
20%. Valuation of individual work, based on brief case analysis of companies and/or institutions. This evaluation will cover the area of skills and capabitlies.
20% The marketing final project - Marketing plan, that will be developed in group and presented in the class room for a time period no in excess of 30 minutes.

These three weighting grades have the objetive to assure the degree student has acquired the necessary knowledge, capabilities and skills put foward in the course program.

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

BASIC BIBLIOGRAPHY

- Baena Graciá, Verónica Fundamentos de marketing: Entorno, consumidor, estrategia e investigación comercial., Editorial UOC, Madrid, 2011
- BAENA GRACIA, VERONICA MARKETING DIRECTO UN ENFOQUE PRACTICO, 2010, WANCEULEN

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- Baena, Verónica. y Moreno, F. Instrumentos de Marketing. Decisiones sobre Producto, Precio, Distribución, Comunicación y Marketing Directo, Universitat Oberta de Catalunya (UOC), Barcelona, 2010, 2011

- Miguel Santesmases Mestre - Joaquín Sánchez Herrera - Teresa Pintado Blanco - Merino Sanz, María Jesús Fundamentos de Marketing, Ediciones Pirámide, 2010.
- Rivera, Jaime y Garcillán López-Rua, Mencia DIRECCION DE MARKETING: FUNDAMENTOS Y APLICACIONES (2ª ED. REVISA DA Y ACTUALIAZADA), Editorial Esic,, 2009.