Marketing

Academic Year: (2022 / 2023) **Review date: 31-03-2022**

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
Econometrics
Microeconomics
Introduction to Business Administration

WARNING: Exchange students who have not taken these subjects will find it difficult to pass the course and are not recommended to enroll.

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 Y MODELS
TOPIC 6. MARKETING STRATEGY

LEARNING ACTIVITIES AND METHODOLOGY

Every week students will two classes, one and a half theory lecture to provide knowledge skills, and 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, 60%), and the grade of a final multiple-choice exam (40%). 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 project (30% of the course grade): It is a teamwork made during the semester.
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 (assigments, laboratory, practicals…):	60

BASIC BIBLIOGRAPHY

- Esteban-Bravo, M., & Vidal-Sanz, J. Marketing Research Methods: Quantitative and Qualitative Approaches., Cambridge: Cambridge University Press. doi:10.1017/9781108874748, 2021
- Lambin, Jean-Jacques; Chumpitaz, Ruben; Schuiling, Isabelle Market-driven Management, Palgrave Macmillan, 2nd edition, 2007

ADDITIONAL BIBLIOGRAPHY

- Kotler, Philip Principles of marketing, Prentice Hall, 2000