

Academic Year: ( 2023 / 2024 )

Review date: 02-06-2023

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  
Mathematics (algebra and calculus)

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 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).

## RETAKE EXAMS

Students who fail the marketing subject in the ordinary assessment are entitled to a retake exam in June, this exam is taken on campus. Then, the grading is based on the general university regulations:

1. If the student did not follow the continuous evaluation: the final grade will be the one obtained in the retake exam.
2. If the student followed the continuous evaluation: the retake call grading will be analogous to the ordinary call. However, you will have the right to be qualified only with the grade obtained in the retake exam if this is more favorable.

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	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.