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**Academic Year: ( 2023 / 2024 )****Review date: 02/06/2023 09:14:39**

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**Department assigned to the subject: Business Administration Department****Coordinating teacher: VIDAL SANZ, JOSE MANUEL****Type: Compulsory ECTS Credits : 6.0****Year : 2 Semester : 1**

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## 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 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

<b>% end-of-term-examination/test:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	60

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).

## 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.

## 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; Schuilng, Isabelle Market-driven Management, Palgrave Macmillan, 2nd edition, 2007

## ADDITIONAL BIBLIOGRAPHY

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