

Academic Year: (2023 / 2024)

Review date: 05-06-2023

Department assigned to the subject:

Coordinating teacher: CERVIÑO FERNANDEZ, JULIO

Type: Compulsory ECTS Credits : 6.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Bachellor, engineering or architectural degree

OBJECTIVES

At the end of the course participants will be able to:

- Be aware and understand the complexities of consumer buying behavior and decision-making as well as knowledge of theories concerning these issues
- Understand the main themes in marketing strategy, connecting the companies resources with the market. The importance of company competencies in relation to the external situation is extensively explored.
- Apply strategy theories on situations facing industries and companies in the changing environment.
- Be knowledgeable about environmental and competitive analysis, and the instruments for marketing research
- Understand the relationships between strategic and operational decisions in the area of marketing
- Develop the necessary skills to design a market research study
- Develop a marketing plan for a product or service business
- Understand the differences between domestic and international marketing and analyze the challenges of the new emerging markets and the internationalization of marketing plans.

DESCRIPTION OF CONTENTS: PROGRAMME

1. The role of modern marketing in the success of the business project.
2. New marketing trends: new customers, new markets, new responses.
3. The contribution of marketing to innovation in the company: creativity and value creation.
4. Market research and marketing information systems. Techniques and digital tools for data collection and study of consumer behavior.
5. The marketing plan: specific challenges of the new company and newly created companies.
6. Digital Marketing: tools for entrepreneurs, online campaigns, metrics, SEO and content creation to add value.
7. Sales forecasting techniques: estimates of the demand for the new business project.
8. Environmental marketing and socially responsible marketing

LEARNING ACTIVITIES AND METHODOLOGY

During the course, different cases and practical exercises on marketing management and market research will be analyzed. In the last weeks, and as a group project, students will implement a business marketing and communication plan.

ASSESSMENT SYSTEM

% end-of-term-examination:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

Assessment will be based on a mixture of individual and group work. In determining grades, specific assignments will be weighted as follows.

% end-of-term-examination:	50
% of continuous assessment (assignments, laboratory, practicals...):	50

General Individual participation, readings and class discussion: 10 %
Quizzes for readings: 10%
Final exam: 50 % (Minimum score to be considered: 3.8 over 10)
Team work (cases) and project: 30

Extraordinary exam:

Students who do not pass the subject in the ordinary call will have an extraordinary call:

1. If the student has followed the continuous evaluation: the qualification will be the one established in the subject program for the ordinary call. However, the student will have the right to be evaluated only with the grade obtained in the final exam if this is more favourable.
2. If the student did not follow the continuous evaluation: the grade will be the one obtained in the final exam. However, the profesor may authorize the delivery of the continuous assessment exercises in the extraordinary call, evaluating in such a case in the same way as in the ordinary call.