

Marketing Management

Academic Year: (2023 / 2024)

Review date: 19-04-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Compulsory ECTS Credits : 6.0

Year : 4 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing

OBJECTIVES

OF KNOWLEDGE

- Learn the main tools to analyze the competitive marketing situation of a company
- To apply the knowledge to any type of company and market
- Synthesize the measures of market responses and their relationship to marketing objectives
- Learn the main components of a marketing plan
- Evaluate the fulfillment of the main objectives of the marketing function

SKILLS

- Ability to analyze the competitive marketing situation of a company
- Ability to make a diagnosis of the company's strategic position in the market
- Ability to perform the analysis autonomously, but working in a team
- Ability to make decisions
- Ability to lead the process of design and implementation of marketing strategy
- Ability to integrate different theoretical concepts and value the interaction between them
- Ability to apply marketing knowledge to a specific market situation
- Ability to schedule and allocate time to complete a task on schedule
- Ability to interact with others and do group work

ATTITUDES

- Acquire ethical behavior in marketing management
- Ability to defend and argument points of view
- Adopting a positive attitude to solve unfavorable marketing situations
- Developing the ability to search for creative solutions
- Developing the ability to understand and accept other points of view
- Developing an innovative and entrepreneurial attitude

DESCRIPTION OF CONTENTS: PROGRAMME

1. Connecting with consumers: value, satisfaction and loyalty.
2. Connecting with consumers: creation and management of brands (strategies, image, identity and personality).
3. Shaping the market offering (Product: types, multi-attribute concept, innovation and diffusion of new products).
4. Pricing the market offering (Pricing: determinants and strategies, cost-based pricing, demand-based pricing, competition-based pricing, pricing in the online market).
5. Communicating value (impersonal): steps to develop effective communication, the communication-mix, budgeting, advertising, promotions, public relations
6. Communicating value (personal): direct marketing, sales force, interactive marketing, word-of-mouth, social media.
7. Delivering value: distribution (types of channels, e-commerce, communication strategies with distributors).
8. Delivering value: processes, people and physical evidence (the other 3Ps).
9. Implementing marketing management
10. Marketing plan (content and marketing audit)

LEARNING ACTIVITIES AND METHODOLOGY

The knowledge and attitude competences will be acquired by the students through lectures and by making marketing decisions in which the theoretical concepts are applied. The skills will be developed especially throughout the semester with practical work in groups and their oral presentation in teams.

The 6 ECTS credits of the course correspond to the following structure:

Lectures and theoretical classes: 3 ECTS.

Practicums: 3 ECTS

The theoretical classes will serve to establish the conceptual bases so that the student can correctly develop the set competences. Practicums help to develop diagnostic, evaluation, concepts, integration and application, as well as to develop teamwork, decision making and communication skills.

ASSESSMENT SYSTEM

1. The assessment system for the ordinary call is broken down as follows:

50% Final exam

50% Continuous assessment (Marketing decision making simulation game "Quantum": 20% results and 30% analysis of the experience. It is necessary to participate in 70% of the decisions to obtain the results-related grade)

It is necessary to pass the final exam (5/10) to add up the grade of the continuous assessment.

2. The assessment system for the extraordinary call is broken down as follows. The most favorable grade for the student will be chosen among the following:

a) 50% of the continuous evaluation grade and 50% of the final exam. The exam must be passed (5/10) in order to be averaged.

b) 100% Final exam

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

- Kotler, P., Keller, K., Goodman, M., Brady, M. & Hansen, T. Marketing Management 4th European Edition, Pearson Prentice Hall, 2019

- Lambin J.J., Schuiling, I. Market-Driven Management: Strategic and Operational Marketing 3rd Edition, Palgrave Macmillan, 2012

ADDITIONAL BIBLIOGRAPHY

- Kotler, P. Marketing 4.0, Iwan Setiawan, Hermawan Kartajaya, 2019

BASIC ELECTRONIC RESOURCES

- American Marketing Association . Common Language Marketing Dictionary: <https://marketing-dictionary.org/>

- Mercedes Esteban; Jose Vidal, Nora Lado . Quantum Student Software:
<http://www.business.uc3m.es/es/software/quantum>