

Academic Year: ( 2024 / 2025 )

Review date: 21-04-2024

Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Compulsory ECTS Credits : 6.0

Year : 3 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.

In this course, students are not allowed to use artificial intelligence tools for completing assignments or exercises proposed by the instructor.

## ASSESSMENT SYSTEM

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

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

## 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>