

Academic Year: (2024 / 2025)

Review date: 23-04-2024

Department assigned to the subject: Business Administration Department

Coordinating teacher: DUQUE ZULUAGA, LOLA CRISTINA

Type: Electives ECTS Credits : 2.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Marketing management for strategic advantage

OBJECTIVES

1. Identify and describe key factors for success when communicating a value proposition to the clients
2. Get a practical knowledge of best practices when selling an idea by experimenting real situations in class (role-plays, group presentations, experiments, etc.)
3. Link the general knowledge of management obtained in the program with some practical tips to communicate and influence in decisions of the different stakeholders of a company

DESCRIPTION OF CONTENTS: PROGRAMME

The course explains the main concepts of brand equity and brand personality and, after introducing these branding concepts, explores the key concepts to communicate value to the clients in the selling process and negotiation: principles of influence, prospect analysis, effective meetings, sales funnel (differences between physical and online channels), closing techniques and objections and finally, increasing customer loyalty.

Specific topics covered in this course include:

- Brand equity and Positioning
- Bounded rationality and Principles of Influence
- The sales funnel: Prospect analysis and planning
- Presentation and negotiation with the client
- Increasing customer loyalty

The course has a very practical approach giving the student specific and useful tools to communicate the company unique value proposition in group presentations and offline and online one to one conversation.

LEARNING ACTIVITIES AND METHODOLOGY

The course includes individual work, class discussions, teamwork and a final exam. The classes have a theoretical and practical format.

Individual analysis will be based on case studies and class participation; teamwork will include decision-making processes to solve cases, class presentations and role-playing.

The final exam will be based on readings, lectures and proposed case assignments.

Tutorials are provided as needed.

In this course, students can use AI tools in assignments and exercises, but always citing them properly.

ASSESSMENT SYSTEM

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

Evaluation is based on individual performance and class discussions, team work and a final examination. Individual analyses will be based on specific case studies and participation in class; team work will include decision making processes in solving cases, class presentations and role-plays.

The final examination will be based on assigned readings, lectures, and case assignments.

Weights of course activities in deciding final grades are:

- Individual and group works: 40%
- Participation: 10%
- Final examination* 50%

* It is necessary to obtain a minimum grade of 4/10 to add up the grade of the continuous assessment

The retake assessment system will be similar to the final exam (100%). A 5/10 is necessary to approve the course.

BASIC BIBLIOGRAPHY

- Aaker, D. Aaker on branding: 20 principles that drive success, Morgan James Publishing, 2014
- Cialdini, R. B. Influence, Port Harcourt: A. Michel, 1987
- Keller, K. L., Apéria, T., & Georgson, M. Strategic brand management: A European perspective, Pearson Education, 2008
- Kotler, P., Keller, K., Goodman, M., Brady, M. & Hansen, T. Marketing Management 4th European Edition, Pearson Prentice Hall, 2019

ADDITIONAL BIBLIOGRAPHY

- Ariely, D. Predictably irrational, Harper Audio, 2008
- Pink, D. H. To sell is human: The surprising truth about moving others, Penguin, 2013
- Simon, H. A. Models of bounded rationality: Empirically grounded economic reason, MIT press., 1997