



COURSE: Marketing Management		
DEGREE: Business Administration	YEAR:	TERM:

WEEKLY PROGRAMMING								
WEEK	SESSION	DESCRIPTION	GROUPS		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINAR		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS Maximum 7 H
1	1	<p>Course introduction</p> <p>Explanation of the simulation concept and its applications</p>					1,5	
1	2	<p>Strategic planning in marketing.</p> <p>The strategic planning process</p> <p>Determinants of customer choice.</p> <p>Types of strategies</p> <p>Analysis of external environment</p> <p>The four Ps of marketing</p>				<p>Read Chapter 1 and 3 of</p> <p>Market-Driven Management</p> <p>by Jean-Jacques Lambin in association with Ruben Chumpitaz and Isabelle Schuiling</p>	1,5	
2	3						1,5	

		Strategic planning: internal analysis Marketing objectives and measures					
2	4	Introduction to the Quantum universe The Industry The offer Product as a set of attributes				Read Quantum Simulation Manual Chapters: 1 Introduction 2 Before Starting 3 Reference Guide 4 Development of Simulation 5.1 The Offer: 1.5 Quantum products	1,5
3	5	Brand and conventions Overall market demand: There are two types of demand: The demand for original equipment The demand for replacement				Read Quantum Simulation Manual Chapters: 5.2 Demand: Consumer Products 5 3 Quantum June 3	1,5
3	6	Buyers quantum B2C Market B2B Market The distribution channels				Read Quantum Simulation Manual Chapters: 5.2 Demand: Consumer of the Quantum Products	1,5
4	7	Company Management Decisions: Brand Management and Innovation Production Planning Price Promotion and instruments Sales Force Market Research Marketing budget				Read Quantum Simulation Manual Chapters: 7.1 Marketing Decisions 7.2 Other Decisions	1,5
4	8	Primary Information:				Read Quantum Simulation Manual Chapters: 5.3 B) Primary Information	1,5

		<p>Brand awareness. Probability of purchase of the brand. Coverage of the distribution. Market share. Buying habits. Changes in market prices. Estimates of potential buyers. Market trends and forecasts. Estimation ad spending. Estimation of sales force. Estimation the level of incentives.</p>					
5	9	<p>Secondary internal information: Cost of the goods sold and stocks.</p> <p>Sales of the company.</p> <p>Revenues per brand.</p> <p>Profit of the company.</p> <p>Performance indicators.</p> <p>Secondary external information:</p> <p>Economic information.</p> <p>Gross Domestic Product (GDP), consumer price index (CPI) and industrial price index.</p> <p>Inflation rate of consumer prices and industrial.</p> <p>Information on exchange rates and summary graphs.</p> <p>Business Magazine.</p>				<p>Read Quantum Simulation Manual Chapters: 5.3) A) Secondary Information (internal and external)</p>	1,5

5	10	Delivery of data from the first decision			Computer classroom	Initial Data Analysis	1,5	
6	11	Introduction of the first decision of the Quantum Simulation			Computer classroom	Proposal of the first decision on: Production Price Promotion. Advertising and sales promotion Distribution: Sales Force Purchase of Market Research Studies	1,5	
6	12	Perceptual maps Types of Maps Ideals Points and their evolution. Detection of opportunity. Strategic Positioning diffuse between two points, focused. Diagnosis positioning, positioning objectives, positioning Implementation Choice of target segments according to their attractiveness. Measures the attractiveness of the segments: the potential volume, profitability / margin advantage competitive. Relation features / perceptual dimensions				Read Quantum Simulation Manual Chapters: 6 Strategic Management Decisions in Quantum 6.1 Positioning Reflection on the following items that will be useful to take the second decision: In which segments are positioned your brands? How do you evaluate the position of each brand and how it could be improved? Which are the major competitors in each segment? Which segment will be the most attractive of the market in the future?	1,5	
7	13	Take the 2nd decision simulation			Computer classroom	Elaborate a proposal of the second decision: Production Price Promotion. Advertising and sales promotion Distribution: Sales Force Purchase of Market Research Studies	1,5	
7	14	Repositioning. Brand portfolio management and innovation: R & D development projects				Read Quantum Simulation Manual Chapters: 6 Strategic Management Decisions in Quantum 6.2 Management of Brand and Innovation	1,5	

8	15	Taking the third decision Quantum Simulation			Computer classroom	Proposal for the third decision: Brand Management and Innovation Production Price Promotion: Advertising and sales promotion, loyalty Distribution: Sales Force Purchase of Market Research Studies	1,5	
8	16	Innovation and Diffusion of innovations New Products Development Process Brand Management				Read Chapter 11 Market-Driven Management by Jean-Jacques Lambin in association with Ruben Chumpitaz and Isabelle Schuiling	1,5	
9	17	Take 4th. Quantum simulation decision			Computer classroom	Proposal for the 4th decision on: Brand Management and Innovation Production Price Promotion: Advertising and sales promotion, loyalty Distribution: Sales Force Purchase of Market Research Studies	1,5	
9	18	Price: Determinants and strategies Pricing based on costs Pricing based on demand Pricing based on competition				Read Chapter 13 Market-Driven Management by Jean-Jacques Lambin in association with Ruben Chumpitaz and Isabelle Schuiling	1,5	
10	19	Take 5th. Quantum simulation decision			Computer classroom	Proposal for the 5th decision on: Brand Management and Innovation Production Price Promotion: Advertising and sales promotion,	1,5	

						loyalty Distribution: Sales Force Purchase of Market Research Studies		
10	20	Communication: nature and function Mix of media: integrated communication Advertising Sales promotion				Read Chapter 14 and 15 Market-Driven Management by Jean-Jacques Lambin in association with Ruben Chumpitaz and Isabelle Schuiling	1,5	
11	21	Take 6 Quantum simulation decision			Computer classroom	Proposal for the 6 decision on: Brand Management and Innovation Production Price Promotion: Advertising and sales promotion, loyalty Distribution: Sales Force Purchase of Market Research Studies	1,5	
11	22	Sponsorship, Publicity, Public Relations, Communication Below the Line Sales Force				Read Chapter 14 Market-Driven Management by Jean-Jacques Lambin in association with Ruben Chumpitaz and Isabelle Schuiling	1,5	
12	23	Take 7th. Quantum simulation decision			Computer classroom	Proposal for the 7th decision on: Brand Management and Innovation Production Price Promotion: Advertising and sales promotion, loyalty Distribution: Sales Force Purchase of Market Research Studies	1,5	
12	24	Distribution: Channel Types				Read Chapter 12	1,5	

		Coverage of the distribution and conflict within the channel. Communication strategies towards distributors				Market-Driven Management by Jean-Jacques Lambin in association with Ruben Chumpitaz and Isabelle Schuiling		
13	25	Taking 8th. Quantum simulation decision			Computer classroom	Proposal for the 8th decision on: Brand Management and Innovation Production Price Promotion: Advertising and sales promotion, loyalty Distribution: Sales Force Purchase of Market Research Studies	1,5	
13	26	Marketing Plan Content marketing plan Marketing Audit				Read Chapter 10 Market-Driven Management by Jean-Jacques Lambin in association with Ruben Chumpitaz and Isabelle Schuiling	1,5	
14	27	Oral presentations of the students				Prepare and present a critical analysis of marketing management for the entire simulation, including: Baseline analysis Description and analysis of the strategy designed and implemented Main strengths and weaknesses of the marketing strategy Recommendations for the future of the company	1,5	
14	28	Student Presentations					1,5	
SUBTOTAL							42 + 68 = 110	

15		Tutorials, handing in, etc						
16-18		Assessment					3	
TOTAL								150