

Academic Year: (2020 / 2021)

Review date: 21-07-2020

Department assigned to the subject: Department of Business Administration

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 6.0

Year : 3 Semester : 2

STUDENTS ARE EXPECTED TO HAVE COMPLETED

Marketing

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

Knowledge:

- ¿ Learn the main tools to analyze the competitive situation of a company marketing
- ¿ Apply knowledge to any type of company and market
- ¿ Synthesize the measures of market response and its relationship with marketing objectives
- ¿ Learn the major components of a marketing plan
- ¿ Evaluate the performance of the main objectives of the marketing function

Skills

- ¿ Ability to design to analyze the competitive situation of a company marketing
- ¿ Ability to diagnose the company's strategic position in the market
- ¿ Ability to perform the analysis independently, but with teamwork
- ¿ Leadership skills in the design process and implementation of marketing strategy
- ¿ Capacity for decision making
- ¿ Ability to interact with others. Team work
- ¿ Ability to allocate time scheduled and so to complete a task on time
- ¿ Ability to integrate different theoretical concepts and assess the interaction between them
- ¿ Ability to apply knowledge of marketing to a market situation

Attitudes

- ¿ Acquire ethical behavior in marketing management
- ¿ Ability to defend their views.
- ¿ Adopt a positive attitude to resolve situations of not performing marketing
- ¿ Develop the ability to find creative solutions
- ¿ Develop the ability to understand and accept other points of view
- ¿ Development of an innovative and entrepreneurial attitude

DESCRIPTION OF CONTENTS: PROGRAMME

Introduction to marketing simulation

- ¿ Strategic marketing planning
- ¿ The variables of operational marketing: 4 ps

¿ Product: Types of products

Multi-Attribute Product Concept

Innovation and Diffusion of innovations

New Product Development Process

Brand Management: functions, strategies, image, identity and personality

¿ Price: Determinants and strategies

Cost-based pricing

Demand-based pricing

Competition-based pricing

Prices in the online market

¿ Communication: nature and function

Mix of communication: integrated marketing communications

Advertising

Sale promotion

Sponsorship, Patronage, PR

Line Below Communication
Digital Communication, Content Marketing, Own media, paid and earned.
¿ Sales force
Distribution: Types of channels, e commerce
Distribution coverage and conflict within the channel.
Communication strategies with distributors
¿ Marketing planning
Marketing plan content
Marketing audit

LEARNING ACTIVITIES AND METHODOLOGY

The knowledge skills and attitudes will be acquired by students through lectures and through participation in different assignments. Each student group will participate practical cases in marketing and other assignments a

Skills are developed especially throughout the semester in practical assignments, oral presentation and written as a team or individually .

6 ECTS credits of the course correspond using the following structure:

Lectures and theoretical sessions: 3 ECTS
Practical part: 3 ECTS

The keynote lectures and will help establish the conceptual basis for the student to develop skills set correctly. The applied works will develop diagnostic capabilities, evaluation, integration of concepts and their application and develop their skills in teamwork, decision making and communication skills.

ASSESSMENT SYSTEM

It is necessary to pass the final exam.

The evaluation system for the ordinary exam period is as follows:

If this condition is fulfilled then the following rule will be applied:

20% the final examination of the contents of the subject, mainly to assess the knowledge acquired.

80%: Simulation results, class presentations and evaluation of the final work (including some extra activities according to indication).

For the extraordinary exam period, the student can choose:

A) 50% the final examination of the contents of the subject, mainly to assess the knowledge acquired.

50%: Simulation results, class presentations and evaluation of the final work.

b) 100% final exam.

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

BASIC BIBLIOGRAPHY

- Jean Jacques Lambin, Isabelle Schuiling Market-Driven Management: Strategic and Operational Marketing 3rd Edition, Palgrave Macmillan, 2012
- Jean-Jacques Lambin J.J., Galucci, C. y Sicurello C. Dirección de Marketing, McGrawHill, 2009.
- Kotler Marketing 4.0: Moving from Traditional to Digital , Wiley, 2017
- Phil Kotler, Kevin Keller, Malcolm Goodman, Mairead Brady, Torben Hansen Marketing Management_p4 European Edition P, Pearson Prentice Hall, 2019

ADDITIONAL BIBLIOGRAPHY

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

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>