

"Marketing I" Syllabus**2013/2014**

Code: 102353

ECTS: 6

Degree	Year	Semester
2501572 Business Administration and Management	3	1

Contact

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Language

English

Prerequisites

It is recommended that students have adequate knowledge of business economics.

Objectives

Marketing is a basic subject within the Degree in Business Management and Administration because it offers training in central aspects of business management, and specifically in the management of the Marketing department and the department of Commercial Management. This training in commercial management and marketing is necessary for graduates in Business Administration and Management to be able to work in companies in any production sector. It is also important for graduates in Economics to have a global view of the way that the marketing sections of companies work. In all these situations students have to have a broad overview of business management in order to carry out their work and be able to grow within the organisation. Marketing knowledge is acquired through two different subjects: Marketing I and Marketing II. These are both obligatory in the third year when students will already have basic training in the way businesses work. This subject in particular offers students a comprehensive training in the area of marketing and Marketing II cover the operation side of marketing.

On completing the course students should be able to:

- Understand and know how to evaluate the main marketing concepts and tools.
- Make internal and external analyses of the company and make diagnostic decisions about the commercial situation.
- Understand the importance of long term client relations.

Competence

- **E04 (Specific) – Apply theoretical knowledge to improve relations with clients and suppliers, and identify the advantages and disadvantages of those relations on both sides – the company and the client or supplier.**
 - E04.01 – Make an assessment of the main marketing concepts and instruments.
 - E04.02 – Make an assessment of the importance of long term commercial relations with clients (relations marketing).
 - E04.03 – Identify the differences in the application of marketing to different economic sector or types of organisations.
- **E08 (Specific) – Demonstrate knowledge of the processes of implementing business strategies.**
 - E08.04 – Understand the importance of strategic marketing as a source of competitive advantages for the organisation.
 - E08.05 – Carry out an analysis of the market and the competitive structures and decide on a diagnostic strategy for the company.

- E08.08 – Recognise the different directions that a company can choose to adopt.
- **E09 (Specific) – Transmit company, departmental or work objectives clearly.**
 - E09.07 – Identify the different elements that make up a marketing plan and draw up such a plan.
 - E09.08 – Transfer strategic objectives to specific marketing-mix programmes.
- **T01 (Transferrable) – Capacity for written and oral communication in Catalan, Spanish and English, that enables synthesis and presentation of the work carried out in spoken and written formats.**
 - T01.00 – Capacity for written and oral communication in Catalan, Spanish and English, that enables synthesis and presentation of the work carried out in spoken and written formats.
- **T02 (Transferrable) - Selection and generation of the information necessary for each problem, analysing it and making decisions on the basis of that information.**
 - T02.00 - Selection and generation of the information necessary for each problem, analysing it and making decisions on the basis of that information.
- **T03 (Transferrable) - Take decision in situations of uncertainty and demonstrate and innovative and entrepreneurial spirit.**
 - T03.00 - Take decision in situations of uncertainty and demonstrate and innovative and entrepreneurial spirit.
- **T04 (Transferrable) - Organise work effectively with good time management, order and planning.**
 - T04.00 - Organise work effectively with good time management, order and planning.
- **T05 (Transferrable) - Demonstrate initiative and work independently where the situation requires.**
 - T05.00 - Demonstrate initiative and work independently where the situation requires.
- **T06 (Transferrable) - Work in a team and be able to defend arguments or make reasoned refusals of other people's arguments.**
 - T06.00 - Work in a team and be able to defend arguments or make reasoned refusals of other people's arguments.
- **T08 (Transferrable) - Capacity for adaptation to changing environments.**
 - T08.00 - Capacity for adaptation to changing environments.
- **T10 (Transferrable) - Capacity to continue learning independently in the future, gaining deeper knowledge or acquiring knowledge in new areas.**
 - T10.00 - Capacity to continue learning independently in the future, gaining deeper knowledge or acquiring knowledge in new areas.
- **T11 (Transferrable) - Value ethical commitment in professional practice.**
 - T11.00 - Value ethical commitment in professional practice.

Learning outcome

Contents

A. MARKETING AND COMMERCIAL ACTIVITY IN COMPANIES

1. Basic marketing
2. Commercial management

B. MARKETING OPPORTUNITIES ANALYSIS

1. The marketing area in the company
2. Analysis of consumer markets and buying departments
3. Demand analysis and forecasting
4. Information systems, commercial research

C. FORMULATION OF MARKETING STRATEGIES

1. Marketing strategy: segmentation, positioning, growth and competition strategies.

Teaching Methodology

The subject of Marketing will use a combination of teaching methods to promote student learning.

- 1) Lectures: in these sessions the lecturers cover the basic concepts and notions of the subject.
- 2) Work sessions centred on case studies: the methodology of the case in question will be used to gain a better understanding of the concepts and models covered in the lectures. Student will receive a case on which they must compile a report to be discussed in class.
- 3) Practical activities and exercises: student must work individually or in small groups to solve practical questions and exercises. Some of these activities will take place in the classroom and others will not.
- 4) Complementary activities: reading press articles, reviewing books that contribute to illustrating and clarifying relevant aspects of the subject content.
- 5) Tutorials: students have access to lecturers in the subject at certain times which may help to clear up any doubts that they may have about the subject or the specific questions they are dealing with.

Learning activities

Title	Hours	ECTS	Learning outcomes
Type: individual			
Work on case studies	12	0.48	T08.00, T10.00, T02.00, T03.00, T01.00, T04.00, T05.00, T06.00, E04.01, E04.02, E04.03, E08.04, E08.05, E08.08, E09.07
Work on the final project	25	1	T11.00, T08.00, T10.00, T02.00, T03.00, T01.00, T04.00, T05.00, T06.00
Study	53	2,12	E04.01, E04.02, E04.03, E08.04, E08.05, E08.08
Type: guided			
Theory and practice classes	45	1.8	E04.01, E04.02, E04.03, E08.04, E08.05, E08.08
Type: supervised			
Tutorials	8	0.32	E04.01, E04.02, E04.03, E08.04, E08.05, E08.08

Assessment criteria

The Marketing subject will be assessed according to the following criteria:

- 1) Project (20%): This is a project carried out in groups of 3-4 students to be handed in at the end of the course.
 - 2) Resolving case studies (15%): Solving problems in practical case studies.
 - 3) Participation in class (5%): class participation consists in the active participation of students through the resolution of problems and contribution of up-to-date information about the types of issues experienced by companies.
 - 4) Written exam (60%)
- To pass this subject you must pass points 1, 2 and 4 and get a minimum 4/10 in the exam.

Students who obtain a grade of 4 or more but less than 5 will have to be reassessed. The lecturers of the subject will decide on the nature of the reassessment. The reassessment date will appear on the Faculty examination calendar. Students who present for reassessment and pass the subject will obtain grade 5. Otherwise the grade will remain the same.

Students may only obtain a grade of "Absent" for the subject if they have not presented for any of the assessment exercises. So students who have presented work for continual assessment may not opt for an "Absent" grade for the course.

Assessment activities

Title	Weighting	Hours	ECTS	Learning outcome
Presentation of projects	20%	2	0,08	T02.00, T03.00, T01.00, T04.00, T05.00, T06.00

Exam	60%	2	0,08	E04.01, E04.02, E04.03, E08.04, E08.05, E08.08
Class participation	5%	1	0,04	T03.00, T01.00, T05.00, E04.01, E04.02, E04.03, E08.04, E08.05, E08.08, E09.07, E09.08
Case study presentations	15%	2	0,08	T11.00, T08.00, T10.00, T02.00, T03.00, T01.00, T04.00, T05.00, T06.00, E04.01, E04.02, E04.03, E08.04, E08.05, E08.08

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A. MARKETING AND COMMERCIAL ACTIVITY IN COMPANIES

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