

Marketing

Code: 102138
ECTS Credits: 6

Degree	Type	Year	Semester
2501231 Accounting and Finance	OB	2	2
2501232 Business and Information Technology	OB	3	2

Contact

Name: Joan Llonch Andreu
Email: Joan.Llonch@uab.cat

Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: Yes
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Teachers

Angel Domingo Gutierrez Iñiguez
Agustin Turull

Prerequisites

It is recommended that students have previous knowledge of business economics concepts.

Objectives and Contextualisation

Marketing is a basic component of both the Accounting & Finance and Business & Information Technology degrees because it forms students in basic business management issues, specifically in basic marketing management issues.

Adequate marketing management training is central to any student's employability in all kinds of companies and organizations. Students should have developed a wide understanding of business management in order to perform their prospective jobs correctly, and in order to grow within the organizational structure.

Marketing is a compulsory course that builds on previously acquired business management basic knowledge.

This course provides the student with a comprehensive marketing training, developing basic knowledge and competencies required in this business area.

Objectives are:

1. Develop an understanding of business marketing issues in a general context
2. Develop the capability for marketing analysis as well as the skills required to make marketing decisions, specially those related to the generation of marketing plans
3. Identify the different factors taking part in the marketing activities and understand the relations between/amongst them

4. Develop a global understanding of the marketing function and its own specificities within the organization

Competences

Accounting and Finance

- Communicating in oral and written form in Catalan, Spanish and English, in order to be able to summarise and present the carried out project in both forms.
- Demonstrating a comprehension of the main marketing concepts in order to analyse and diagnose characteristic situations of the commercial purpose of organization.
- Managing multidisciplinary and multicultural teams, coordinating, negotiating and managing conflicts.
- Managing the available time.

Business and Information Technology

- Analysing, diagnosing, supporting and taking decisions in terms of organisational structure and business management.
- Appropriately drawing up technical reports according to the customer's demands.
- Carrying out different oral presentations for different audiences.
- Demonstrating a comprehension of the individual and collective human behaviour in professional environments.
- Demonstrating a comprehension of the principles, structure, organisation and inner workings of companies and organisations.
- Developing self-learning strategies.
- Students must be capable of searching and analysing information of different sources.

Learning Outcomes

1. Appropriately drawing up technical reports according to the customer's demands.
2. Arguing about the importance of strategic marketing as a source of competitive advantages for the organisation.
3. Carrying out an external and internal analysis and determining a diagnostic of the commercial situation of a company.
4. Carrying out different oral presentations for different audiences.
5. Communicating in oral and written form in Catalan, Spanish and English, in order to be able to summarise and present the carried out project in both forms.
6. Deciding the different elements that shape a marketing plan and drawing up a marketing plan.
7. Demonstrating a comprehension of the individual and collective human behaviour in professional environments.
8. Describing the importance of adopting the concept of marketing in a company in order to obtain a market-oriented organisation.
9. Developing self-learning strategies.
10. Interrelating the business decisions with the rest of functional decisions of a company.
11. Managing multidisciplinary and multicultural teams, coordinating, negotiating and managing conflicts.
12. Managing the available time.
13. Naming the characteristics of the different instruments of the marketing mix.
14. Students must be capable of searching and analysing information of different sources.

Content

1. **Marketing and company marketing activities.**
 1. *Marketing basics*
 2. *The marketing process*
2. **Marketing opportunities analysis.**
 1. *Segmentation, positioning, growth and competitive strategies*
3. **Marketing policies planning.**
 1. *Product decisions, product management and product identity*

2. *New product development and product life cycle*
 3. *Price decisions and price management*
 4. *Distribution decisions and management*
 5. *Communication decisions and management .*
 6. *Marketing communications tools*
4. **Marketing plan management.**
1. *Marketing plan implementation*

Methodology

This course will implement different teaching methodologies to reinforce the student's learning process

1.- Lectures with TIC support *Professors will work on the main concepts of the course*

2.- Classes devoted to cases *The case methodology will be used to deepen students knowledge of different concepts and models presented in lectures. Students will generate a report about a case and also discuss it in class*

3.- Practical classes and exercises *Students will have to solve individually or in small groups the proposed activities or exercises. Some of these activities will be performed in-class while some will be out-of-class*

4.- Complementary activities *Reading articles, press news o chapters from books contributing to illustrate relevant aspects related to course contents*

5.- Office hours *Students will have access to professor during office hours in order to solve doubts about the different components of the course*

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures and practical classes	33	1.32	2, 13, 6, 8, 10, 3
Project/report presentation	15	0.6	9, 4, 12, 11, 10, 3, 1, 5
Type: Supervised			
Development of a report - monitored	15	0.6	11, 1, 5
Type: Autonomous			
Individual and group exercises and activites	42.5	1.7	4, 11, 14, 5
Individual study	43	1.72	2, 13, 6, 8, 9, 12, 10, 3

Assessment

Evaluation of this course will take into account the following components

1. written test 50%
2. cases and exercises 30%
3. written report 20%

Students must obtain a minimum mark of 4 in the exam (written test) to calculate the average mark of the course. In this case, he/she will pass the subject if his/her final mark is 5 or higher; and fail if it is below 3.5. Otherwise they will have the right to enter the retake process in the terms that can be seen below.

If the mark of the exam is less than 4 but the rest of the student's marks are higher enough such that if the average were calculated, a mark of 5 or higher would be obtained, the student will also be able to retake. However, if the student does not pass the retake exam, the final grade of the subject will be the of the final test.

Students will be evaluated as "non evaluable" provided that they have not performed any of the evaluation activities. Therefore, if a student participate on ANY of the evaluation components a "non evaluable" will not be granted.

Calendar of evaluation activities

The dates of the evaluation activities (exercises, assignments ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity." **Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule at https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule

Grade revision process

After all grading activities have ended students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam is posted in the calendar of evaluation activities of the Faculty. Students taking this exam and passing will get a grade of 5 for the subject. For the students that do not pass the retake, the grade will remain unchanged, and hence, will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "whenever a student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of occurrence of various irregularities in the evaluation of the same subject, the final grade of this subject will be 0". **Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).**

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
-------	-----------	-------	------	-------------------

cases and exercises	30%	0	0	6, 7, 9, 4, 12, 11, 10, 3, 5
exam	50%	1.5	0.06	2, 13, 6, 8, 10, 3, 5
written report	20%	0	0	2, 6, 7, 8, 9, 4, 12, 10, 3, 1, 14, 5

Bibliography

Basic:

Kotler, P. & Armstrong, G. : "Principles of Marketing". 14 Ed. Pearson Prentice Hall

Santesmases Mestre et al (2011): "Fundamentals of Marketing" Ed. Pirámide

Calvo Porral et al (2017): "Principles of Marketing" ESIC

Complementary:

Blythe,J.: Essentials of Marketing, 3 Ed. Prentice Hall FT