53005 - Marketing

Syllabus Information

Professor/s: Jorge Matute Vallejo

Type: Compulsory

Semester/s: 56 - Annual
58 - Annual
58 - Second semester
56 - Second semester
57 - First semester
24 - Second semester
57 - Second semester
24 - First semester
24 - Annual
56 - First semester
57 - Annual
58 - First semester

Language/s:

Teoricopràctica: Group 3: English

Group 5: English

Number of credits ECTS: 6.0

GENERAL CHARACTERISTICS

DESCRIPTION

BRIEF DESCRIPTION AND JUSTIFICATION

The “Marketing” course aims to provide students with the basic knowledge concerning the marketing discipline that will be subsequently developed in different subjects pertaining to this area of knowledge. Nowadays, the basic knowledge of this discipline, as well as the instruments and tools that make it up, is critical to achieve a critical knowledge about the customers of the company. This knowledge will enable the company to adapt its commercial strategy in a more efficient way in order to cover market needs with products and services that provide value to customers.

COMPETENCES

As a result of this subject, the student should be able to:

- Know the fundamental principles of Marketing as a Company’s philosophy and their function in economy. (CE8)
- Analyze and evaluate the consumer?s needs and deeply develop the different instruments: product, Price, promotion and distribution. (CE9)
- Make ethically based decisions. (Ethical commitment) (CT2)
- Present new approaches, search for new ways to solve problems and be receptive to new ideas. (Creativity and Innovation) (CT9)

PREREQUISITES

The competencies attached to previous educational stages.

CONTENTS

1. Foundations of Marketing

- Definitions, exchanges, and transactions
- ¿What is marketed?
- Key customer markets
- Core marketing concepts
2. Consumer behavior

- Definition and scope
- Influences on consumer behavior: Cultural, Social, Personal, and Psychological

3. Segmentation

- Definition
- Levels of marketing segmentation
- Segmenting consumer and organizational markets
- Criteria for successful segmentation
- Selecting target market segmentation

4. Product

- Definition
- Classification of products
- Product levels: The customer-value hierarchy
- Products decisions
- Product dimensions
- Product mix and product line
- Product life cycle
- Brand

5. Pricing

- Consumer psychology and pricing
- Setting the price
- Adapting the prices: Strategies

6. Distribution

- Key functions
- Number of channel levels
- Distribution systems
- Channel design decisions

7. Communication

- Personal selling
- Sales promotion
- Advertising
- Public relations

METHODOLOGY

TRAINING ACTIVITIES:

<table>
<thead>
<tr>
<th>Training activities</th>
<th>ECTS Credits</th>
<th>Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lectures presenting concepts and procedures</td>
<td>1,02</td>
<td>CE8, CE9, CT2, CT9</td>
</tr>
<tr>
<td>Practical sessions (exercises, case resolution)</td>
<td>0,72</td>
<td>CE8, CE9, CT2, CT9</td>
</tr>
<tr>
<td>Assignments by Students</td>
<td>1,5</td>
<td>CE8, CE9, CT2, CT9</td>
</tr>
<tr>
<td>Seminars or tutorials</td>
<td>0,36</td>
<td>CE8, CE9</td>
</tr>
<tr>
<td>Personal study activities</td>
<td>2,1</td>
<td>CE8, CE9, CT2, CT9</td>
</tr>
<tr>
<td>Assessment sessions</td>
<td>0,3</td>
<td>CE8, CE9</td>
</tr>
<tr>
<td>Internship in Company</td>
<td>0</td>
<td></td>
</tr>
</tbody>
</table>
EXPLANATION OF TEACHING METHODOLOGY

The teaching methodology used in the course is based on the combination of various learning activities. The sessions of the course will combine theoretical sessions with practical parts. Thus, three types of interactions will be developed in the classroom: 1) Dynamic exhibitions based on theoretical presentations; 2) Dynamic demonstration in which the teacher shows how to perform tasks or solve problems and 3) active dynamics in which students will face practical cases, solving problems and simulation activities. Active dynamics will be carried out both individually and in groups, in groups of 4 or 5 students. In these activities students should solve problems, cases, perform information search activities, engaged in a simulation game, etc. Students must also carry out a teamwork. To facilitate the study of the subject teachers will make available to students all documents, notes, problems, cases and other learning resources necessary for efficient learning.

EVALUATION

METHODS OF EVALUATION

<table>
<thead>
<tr>
<th>Evaluation Methods</th>
<th>Weight</th>
<th>Competencies</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final exam</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Partial exams</td>
<td>40%</td>
<td>CE8, CE9</td>
</tr>
<tr>
<td>Following up activities</td>
<td>25%</td>
<td>CE8, CE9</td>
</tr>
<tr>
<td>Homework and presentations</td>
<td>30%</td>
<td>CE8, CE9, CT2, CT9</td>
</tr>
<tr>
<td>Experimental work or fieldwork</td>
<td>0%</td>
<td>CE8, CE9, CT2, CT9</td>
</tr>
<tr>
<td>Projects</td>
<td>0%</td>
<td></td>
</tr>
<tr>
<td>Evaluation of the company or institution</td>
<td>0%</td>
<td>CE8, CE9, CT2, CT9</td>
</tr>
<tr>
<td>Participation</td>
<td>5%</td>
<td>CE8, CE9, CT2, CT9</td>
</tr>
</tbody>
</table>

LEARNING OUTCOMES

Upon successful completion of the course, students must have achieved an understanding of fundamentals of marketing. Specifically, students should be able to:

1. Learn the principles of Marketing as a business philosophy and its role in the economy.
2. Comprehend the most important issues relating to the consumer behavior.
3. Be familiar with specific applications of segmentation and positioning in different markets.
4. Analyze Product, Price, Distribution and Promotion, and will be able to work with different marketing-mix strategies.
5. Create basic marketing strategies with social responsibility criteria.

EVALUATION

The grade of the course is obtained through the weighted average of the different evaluation activities: the partial exams (40%), the follow-up activities (25%), the teamwork with its partial presentations (30%), and the class participation (5%). Regarding the partial exams, 4 quizzes will be made to evaluate the acquisition of theoretical knowledge. To pass the course students must obtain a minimum average grade of 4 in the partial exams. Regarding the follow up activities, practices and exercises on a maximum of 10 points will be assessed. In this sense, it is essential the student's attendance to class to evaluate such activities. Failure to attend class implies a grade of 0 in that activity. 15% of these activities correspond to a simulation game and 10% to class activities and exercises. In relation to the work and presentations, students will develop a teamwork that will be orally presented during the semester. Students will have to make partial presentations of their projects during the semester. To pass the course students must obtain a minimum average grade of 5 in the teamwork.

In the ordinary call of May, the student must present to the part of the evaluation that has not passed. The students will have to deliver, in addition, the works that are specified.

At the ordinary July call, the student must present themselves for examination of the whole subject (regardless of the grade obtained in the partial evaluations carried out during the course). He or she will have to present, in addition, the works that are determined. For the calculation of the final grade, it will be maintained the same criteria as in the previous calls. Students who do not have the the minimum attendance required may not be submitted to this call and will have to repeat the subject the following year.

EVALUATION OF COMPETENCES
For the evaluation of transversal competences the following instruments are used:

- Ethical commitment: the student must perform a teamwork consisting of designing a new product with ethical background. The student must integrate social and environmental values in the design of a new product. The marketing mix decisions will have to be coherent with the ethical positioning of the product.
- Creativity and innovation: the student must perform a teamwork consisting of designing a new product with ethical background. Students will have to design the marketing mix of this innovation with a creative approach.

**BIBLIOGRAPHY**

**Bibliography**


**DOCUMENT RECORD**

**PREVIOUS CHANGES**

July the 10th, 2016 - Dr. Jorge Matute Vallejo, Dr. Ramon Palau i Saumell, Prof. Jordi Pujadas Hostench

**LAST REVISION**

July the 13th, 2020- Dr. Jorge Matute Vallejo.