



PERSONA CIENCIA EMPRESA  
Universitat Ramon Llull

## MARKETING

**Number of credits: 6 ECTS**

**Year: 1<sup>st</sup>**

### SUBJECT DESCRIPTION

This course is the first contact of students with the discipline of marketing. Marketing is an interesting subject that is at the core of our lives, as consumers or as employees. This course provides a comprehensive introduction to the contemporary world of marketing practice and will develop the student's understanding of the key marketing tools and techniques. Therefore, theoretical and technical concepts will be complemented by cases and exercises from companies around the world.

### COURSE OBJECTIVES

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. Understand why research market is becoming a key consideration for an organization.
4. Be familiar with specific applications of segmentation and positioning in different markets.



PERSONA CIENCIA EMPRESA  
Universitat Ramon Llull

5. Analyze Product, Price, Distribution and Promotion, and will be able to work with different marketing-mix strategies.
6. Create basic marketing strategies with social responsibility criteria.

### **3.- TRANSVERSAL COMPETENCIES**

1. Ethical commitment.
2. Creativity and innovation

### **4.- COURSE CONTENTS**

1. Foundations of Marketing
  - Definitions, exchanges, and transactions
  - ¿What is marketed?
  - Key customer markets
  - Core marketing concepts
  - The process of marketing
2. Consumer behavior
  - Definition and scope
  - Influences on consumer behavior: Cultural, Social, Personal, and Psychological
  - The buying process
3. Marketing research
  - Definition and purpose
  - Specific studies of marketing
  - Stages in the marketing research process
4. Product
  - Definition
  - Classification of products
  - Product levels: The customer-value hierarchy
  - Services
  - Products/Services' 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
  - Initiating and responding to price changes: Strategies
6. Distribution
- Key functions
  - Number of channel levels
  - Distribution systems
  - Channel design decisions
7. Communication
- Personal selling
  - Sales promotion
  - Advertising
  - Merchandising and public relations

### **METHODOLOGY/TRAINING ACTIVITIES**

In order to achieve the proposed objectives, the following methods shall be used:

<b>Training Activities</b>	<b>%</b>
A. Lectures presenting concepts and procedures	17%
B. Practical sessions (exercises, case resolution)	12%
C. Assignments	25%
D. Seminars or tutorials	6%
E. Personal study activities	35%
F. Assessment sessions	5%



## **EVALUATION SYSTEMS**

Attendance and participation in class is essential to achieve the learning objectives of the course and cannot be less than the current policy on the IQS School of Management. The course is assessed with on-going evaluation. Students not passing on going evaluation will have to sit a conventional examination in extraordinary dates.

The evaluation will be based on the following criteria and percentages:

<b>Assessment system</b>	<b>%</b>
1. Continuous-assessment tests	30%
2. Classroom activities (exercises, discussion of practical cases, etc.)	35%
3. Assignments and presentations	35%
4. Projects	
5. Final assessment or exam	

### **Assessment of competencies:**

The following procedures used to assess the transversal competencies:

1. By means one course work: sales promotions analysis between firms that are socially and ethically responsible (ethical commitment).
2. By means one course work: buying process analysis (creativity and innovation).

## **BIBLIOGRAPHY**

- Fahy, J., & Jobber, D. (2012). *Foundations of Marketing*, 4<sup>th</sup> edition. Berkshire: Mc-Graw-Hill.
- Kotler, P., & Armstrong, G. (2010). *Principles of Marketing*, 13<sup>th</sup> edition. Upper Saddle River: Pearson Prentice Hall.
- Kotler, P., & Keller, K.L. (2009). *Marketing Management*, 13<sup>th</sup> edition. Upper Saddle River: Pearson Prentice Hall.



PERSONA CIENCIA EMPRESA  
Universitat Ramon Llull

## 1. Work : Buying process

**Objective:** Consolidate the related concepts about Consumer's buying process

**Case:** Comparative analysis of 10 consumers having purchased an article over 1000€. Decision process, results and conclusions

**Theoretical subjects:** Purchase process

**Description:** Contact 10 consumers to interview and know through the interview which buying process happened. This work is about designing a questionnaire and interview allowing identifying the following stages:

- a) How they recognized the need or problem
- b) How and which information has been consulted
- c) The process to discard other options
- d) How and why the decision is taken
- e) Post- purchase behavior

**Final document:** A rapport containing the following parts will be delivered

- 1) Index (contents, tables and graphics)
- 2) Introduction: Work purpose and parts of the document
- 3) Theoretical frame about the used concepts (purchase process) with bibliographic citations (Follow the APA citation style)
- 4) Methodology: Methodology: used techniques and its detail, people interviewed (number, dates, place etc.)
- 5) Interview analysis: Highlight the differences among the 10 persons.
- 6) Relevant conclusions
- 7) Used Bibliography (APA reference list)

**Delivery date:** Mid-term of the subject

**Format:** Paper

**Presentations:** Presentations will take place the same or precedent week of the delivery date using Power point or Prezi to the

whole class. Presentation will last 20 min. Attendance to the presentations is mandatory.

## 2. Work: Sales promotion

<b>Objective</b>	Consolidate the concept relate with sales promotion techniques through analyzing 10 examples. From these examples half of this should have a Corporate Social Responsibility Report or certificate
<b>Case:</b>	Identify 10 sales promotions regarding the restrictions in the “objective” paragraph
<b>Theoretical subject:</b>	Sales promotion
<b>Description:</b>	Identify in the 10 Examples the following points <ol style="list-style-type: none"><li>Brand</li><li>Corporate Social Responsibility Accreditation</li><li>Promotion objective</li><li>Objective target</li><li>Communication (Means)</li><li>Sales incentive</li><li>Invitation to purchase</li></ol>
<b>Final document:</b>	A rapport containing the following parts will be delivered <ol style="list-style-type: none"><li>Index (contents, tables and graphics)</li><li>Introduction: Work purpose and parts of the document</li><li>Theoretical frame about the company’s identified marketing strategies with bibliographic citations (Follow the APA citation style)</li><li>Methodology, detailed techniques used in: contents analysis, way to get the promotions (catalogs, Internet, webs etc.</li><li>Data analysis: from every promotion following the points in “description”</li></ol>



PERSONA CIENCIA EMPRESA  
Universitat Ramon Llull

- 6) General conclusions
  - a. General conclusions about all promotions
  - b. Differences between CSR promotions and no CSR
- 7) Bibliography and references (APA reference list)

**Delivery date:** Penultimate class week

**Format:** Paper

**Presentations:** Presentations will take place the same or precedent week of the delivery date using Power point or Prezi to the whole class. Presentation will last 20 min. Attendance to the presentations is mandatory.