

Marketing II**2015/2016**

Code: 102352

ECTS Credits: 6

Degree	Type	Year	Semester
2501572 Business Administration and Management	OB	3	2
2501573 Economics	OT	4	0

Contact

Name: Rossano Eusebio

Email: Rossano.Eusebio@uab.cat

Use of languages

Principal working language: spanish (spa)

Prerequisites

It is recommended that students have adequate knowledge of business economics and have taken Marketing I.

Objectives and Contextualisation

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, since students will have acquired the basic concepts of operative and strategic marketing in Marketing I.

On completing the course students should be able to:

- Formulate competitive commercial strategies.
- Interrelate commercial decision with the other functional areas of the company.
- Decide on the different elements that will make up the marketing plan and evaluate the interactions between them.

Skills**Business Administration and Management**

- Capacity for adapting to changing environments.
- Capacity for independent learning in the future, gaining more profound knowledge of previous areas or learning new topics.
- Capacity for oral and written communication in Catalan, Spanish and English, which enables synthesis and oral and written presentation of the work carried out.
- Demonstrate initiative and work individually when the situation requires it
- Demonstrate knowledge of the processes for the implementation of company strategies.
- Organise the work in terms of good time management, organisation and planning.

- Select and generate the information necessary for each problem, analyse it and take decisions based on that information.
- Take decisions in situations of uncertainty, demonstrating an entrepreneurial and innovative attitude.
- Transmit company, department or work objectives clearly.
- Value ethical commitment in professional practice.
- Work well in a team, being able to argue proposals and validate or reject the arguments of others in a reasoned manner.

Learning outcomes

1. A capacity of oral and written communication in Catalan, Spanish and English, which allows them to summarise and present the work conducted both orally and in writing.
2. Assess ethical commitment in professional activity.
3. Capacity to adapt to changing environments.
4. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
5. Demonstrate initiative and work independently when required.
6. Establish strategies of innovation and development of new products.
7. Formulate and design different strategies of growth and differentiation.
8. Identify the different elements making up a marketing plan, and draw up a marketing plan.
9. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
10. Organise work, in terms of good time management and organisation and planning.
11. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
12. Translate strategic goals into specific marketing-mix programmes.
13. Work as part of a team and be able to argue own proposals and validate or refuse the arguments of others in a reasonable manner.

Content

A. PLANNING MARKETING ACTIONS

1. Product management and packaging.
2. New product development and life cycle.
3. Pricing decisions.
4. Development of integrated communications strategies.
5. Commercial communication tools.
6. Management of distribution channels and distribution strategies.

B. MANAGEMENT OF THE MARKETING PLAN

1. Marketing and new technology.
2. Implementation of the marketing plan.

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.

Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Theory and practice classes	45	1.8	6, 7, 8, 12
Type: Supervised			
Tutorials	8	0.32	6, 7, 8, 12
Type: Autonomous			
Study	65	2.6	6, 7, 8, 10, 11, 12
Work on final project	25	1	3, 1, 4, 5, 6, 7, 8, 10, 9, 11, 12, 13, 2

Evaluation

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

- 1) Project (35%): This is a project carried out in groups of 3-4 students to be handed in at the end of the course.
- 2) Participation in class (15%): 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.
- 3) Written exam (50%)

to pass this course/subject students must achieve a minimum grade of 4/10 in every assessment criteria

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 "No Assessed" 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 "No Assessed" grade for the course.

Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Class participation	15	1	0.04	1, 5, 6, 7, 8, 9, 12
Exam	50	2	0.08	6, 7, 8, 12
Presentation of projects	35	4	0.16	3, 1, 4, 5, 10, 9, 11, 13, 2

Bibliography

BASIC BIBLIOGRAPHY

A. Esteban, C. Lorenzo: "Dirección Comercial", ESIC Editorial, 1ª edición (2013)

G. Armstrong, P. Kotler, M.J. Merino, T. Pintado i J.M. Juan: "Introducción al Marketing". Ed. Pearson, 3ª edición (2011)

M. Santesmases, M^a J. Merino, J. Sanchez y T. Pintado: "Fundamentos de Marketing", Ed. Pirámide, 1^a edición adaptada al EEES (2009).

COMPLEMENTARY BIBLIOGRAPHY

LAMBIN, J.J., GALLUCI, C. y SICURELLO, C. "Dirección de marketing" Ed. Mc Graw-Hill, 2007.
KOTLER, P. y G. AMSTRONG, Principios de marketing , ed. Pearson, 2008.
SANCHEZ, J. "Estrategias y planificación en marketing". Ed. Piramide, 1^a edición adaptado el EEES, 2010.
Col·lecció Materials, Direcció Comercial: Guia de Estudi. Servei de Publicacions. UAB. 2008
A. PLANNING MARKETING ACTIONS
ALET, J. Marketing Directo Integrado, Ediciones Gestión 2000, 1994
CASARES, J y A. REBOLLO, Distribución comercial , ed. Civitas, 1996
DE JAIME, J. Pricing. Ed. ESIC, 2005
DIEZ DE CASTRO, E.C. et al., Distribución Comercial, ed. Mc. Graw-Hill, 2004
KERIN, R. et al. Marketing "Core", Ed. Mc Graw-Hill, 2^a edició, 2007
KOTLER, P. Dirección de Marketing, Pearson, 2006
KÜSTER, I. La venta relacional. Ed. ESIC, 2006
LAMBIN, J.J. Marketing Estratégico, ed. ESIC, 2003
MUNUERA, J.L. y A.I. RODRIGUEZ, Estrategia de Marketing. Ed. ESIC, 2007
RIVERA, J. Dirección de Marketing, Ed. ESIC, 2007
SERRANO, F. Gestión, Dirección y Estrategia de producto. 1^a ed. Ed. ESIC
TELLIS, G.J.. Estrategias de publicidad y promoción. Ed. Addison Wesley, Madrid, 2001.
B. MANAGEMENT OF THE MARKETING PLAN
COHEN, W., El Plan de Marketing, ed. Deusto, 1993
SAIZ DE VICUÑA, J.M^a El Plan de Marketing en la Práctica, 15^a ed., ESIC, 2011