

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

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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

Agustin Turull
Roger Pladellorens Pertegaz

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

Skills

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 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 an external and internal analysis and determining a diagnostic of the commercial situation of a company.
5. Carrying out different oral presentations for different audiences.
6. 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.
7. Deciding the different elements that shape a marketing plan and drawing up a marketing plan.
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 | 40 | 1.6 | |
| Project/report presentation | 5 | 0.2 | 11, 6 |
| Type: Supervised | | | |
| Development of a report - monitored | 20 | 0.8 | 11, 6 |
| Type: Autonomous | | | |
| Individual and group exercises and activites | 39 | 1.56 | 11, 6 |
| Individual study | 39 | 1.56 | |

Evaluation

Evaluation of this course will take into account the following components

1. **written test** 60%
2. **cases and exercises** 25%
3. **written report** 15%

Students need to have a minimum grade of 4 in the written test and a minimum grade of 3.5 in the remaining components of evaluation in order to be graded

Plagiarism, copy or any other behaviour against academic ethics in any of the evaluation components will be graded with a zero.

Those students with a grade over 4 and below 5 (grade 4 -4.9) will be re-assessed. Re-assessment methodology will be published together with grades. Re-assessment will be included in the faculty's exams calendar. Students passing the re-assessment evaluation will be granted a 5 grade. Students not passing, or not sitting for, the re-assessment evaluation will keep their original grade.

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.

Evaluation activities

| Title | Weighting | Hours | ECTS | Learning outcomes |
|---------------------|-----------|-------|------|---------------------------------------|
| cases and exercises | 25% | 3 | 0.12 | 7, 9, 5, 12, 11, 10, 4, 3, 6 |
| exam | 60% | 3 | 0.12 | 2, 13, 7, 8, 10, 3, 6 |
| written report | 15% | 1 | 0.04 | 2, 7, 8, 9, 5, 12, 10, 4, 3, 1, 14, 6 |

Bibliography

compulsory:

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 Marekting" ESIC

Complementary:

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