

Marketing**2015/2016**

Code: 102138
ECTS Credits: 6

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

Contact

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Use of languages

Principal working language: catalan (cat)

Prerequisites

The course recommends that students have previous knowledge of business economics concepts

Objectives and Contextualisation

Marketing is a basic component of the Empresa i Tecnologia degree because it forms students in basic business management issues, specifically in basic marketing management issues.

An adequate marketing management training is central to an Empresa i Tecnologia student's employability, degree addressed to 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 with the organizational structure.

Marketing is a third year compulsory course that build 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 Finances**

- 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.
- Demonstrating creativity and initiative.
- 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. Demonstrating creativity and initiative.
9. Describing the importance of adopting the concept of marketing in a company in order to obtain a market-oriented organisation.
10. Developing self-learning strategies.
11. Interrelating the business decisions with the rest of functional decisions of a company.
12. Managing multidisciplinary and multicultural teams, coordinating, negotiating and managing conflicts.
13. Managing the available time.
14. Naming the characteristics of the different instruments of the marketing mix.
15. 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 have to 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

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Activities

Title	Hours	ECTS	Learning outcomes
Type: Directed			
Lectures and practical classes	40	1.6	
Project/report presentation	5	0.2	12, 6
Type: Supervised			
Development of a report - monitored	20	0.8	12, 6
Type: Autonomous			
individual and group exercises and activities	39	1.56	12, 6
Individual study	39	1.56	

Evaluation

Evaluation of this course will take into account the following components

- 1. written test (60%):** examen.
- 2. cases and exercises** 25%
- 3. written report** 15%

Students need to have a minimum grade of 4 in the exam 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 the original grade.

Students will be evaluated as "no evaluable" provided they have not performed any of the evaluation activities. Therefore, if a student participates, si un estudiante realiza ALGUNA de las actividades evaluativas ya no podrá ser considerado como "no evaluable".

Evaluation activities

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

Bibliography

compulsory:

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

Complementary:

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