

**Marketing I****2015/2016**Code: 102353  
ECTS Credits: 6

Degree	Type	Year	Semester
2501572 Business Administration and Management	OB	3	1
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.

**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.

On completing the course students should be able to:

- Understand and know how to evaluate the main marketing concepts and tools.
- Make internal and external analyses of the company and make diagnostic decisions about the commercial situation.
- Understand the importance of long term client relations.

**Skills****Business Administration and Management**

- Apply theoretical knowledge to improve relations with clients and suppliers, identifying the advantages and disadvantages of those relations for both sides: company and client or supplier.
- 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. Assess the importance of long-term commercial relationships with clients (relationship marketing).
4. Assess the main marketing concepts and tools.
5. Capacity to adapt to changing environments.
6. Capacity to continue future learning independently, acquiring further knowledge and exploring new areas of knowledge.
7. Demonstrate initiative and work independently when required.
8. Identify the differences in the marketing applied to different economic sectors or types of organisations.
9. Identify the different elements making up a marketing plan, and draw up a marketing plan.
10. Make decisions in situations of uncertainty and show an enterprising and innovative spirit.
11. Organise work, in terms of good time management and organisation and planning.
12. Perform an analysis of the market and of competitive structures, and determine a strategic diagnosis for the company.
13. Recognise the different directions a company can adopt.
14. Select and generate the information needed for each problem, analyse it and make decisions based on this information.
15. Translate strategic goals into specific marketing-mix programmes.
16. Understand the importance of strategic marketing as a source of competitive advantages for the organisation.
17. 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. MARKETING AND COMMERCIAL ACTIVITY IN COMPANIES

1. Basic marketing
2. Commercial management

### B. MARKETING OPPORTUNITIES ANALYSIS

1. The marketing area in the company
2. Analysis of consumer markets and buying departments
3. Demand analysis and forecasting
4. Information systems, commercial research

### C. FORMULATION OF MARKETING STRATEGIES

1. Marketing strategy: segmentation, positioning, growth and competition strategies.

## 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
<b>Type: Directed</b>			
Theory and practice classes	45	1.8	16, 8, 12, 13, 4, 3
<b>Type: Supervised</b>			
Tutorials	8	0.32	16, 8, 12, 13, 4, 3
<b>Type: Autonomous</b>			
Study	53	2.12	16, 8, 12, 13, 4, 3
Work on case studies & classes assessment	12	0.48	5, 1, 6, 7, 16, 9, 8, 11, 10, 12, 13, 14, 17, 4, 3
Work on final project	25	1	5, 1, 6, 7, 11, 10, 14, 17, 2

## Evaluation

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

- 1) Project (25%): This is a project carried out in groups of 3-4 students to be handed in at the end of the course.
- 2) Resolving case studies (15%): Solving problems in practical case studies.
- 3) Participation in class (10%): 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.
- 4) 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 "Not 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 "Not assessed" grade for the course.

## Evaluation activities

Title	Weighting	Hours	ECTS	Learning outcomes
Case study presentations and classes assessment	25%	3	0.12	5, 1, 6, 7, 16, 9, 8, 11, 10, 12, 13, 14, 15, 17, 2, 4, 3
Exam	50%	2	0.08	16, 8, 12, 13, 4, 3
Presentation of projects	25%	2	0.08	1, 7, 11, 10, 14, 17

## **Bibliography**

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

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### **COMPLEMENTARY BIBLIOGRAPHY**

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