

Marketing II

Code: 102352
 ECTS Credits: 6

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

Contact

Name: Rossano Eusebio
 Email: Rossano.Eusebio@uab.cat

Use of Languages

Principal working language: spanish (spa)
 Some groups entirely in English: Yes
 Some groups entirely in Catalan: No
 Some groups entirely in Spanish: Yes

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.

Competences

- 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 OF MARKETING ACTIONS

1. The management of products, brands and packaging: the different components of the product, such as quality, packaging and label, brand, and customer service. brand decisions of companies and product and portfolio strategies
2. The development of new products and life cycle: The process of innovation and adoption of new products, and their strategic implications in the life cycle of the product.
3. Price decisions: importance of the price policy in business marketing. Analysis of the demand and costs of the company. Techniques of pricing and pricing strategies according to the environment, competition and the consumer.
4. The development of integrated communication strategies and communication tools: design of integrated communication strategies through the different communication variables. Communication instruments available to the company for the market and the rest of the external publics that are of interest to the company. Development of the communication plan.
5. The management of the distribution channels and distribution strategies: Importance of the distribution channels and the objectives they pursue; distribution alternatives available to the company. Relationship between distribution agents and conflict resolution.

B. MANAGEMENT OF THE MARKETING PLAN

1. Marketing and new technologies: Analysis of new technologies available to the company that confirm digital

marketing. Online positioning and E-commerce strategies. Introduction to the digital marketing plan
 2. Implementation of the marketing plan: implementation of the marketing plan and its implementation; control of the degree of compliance with the plan and correction 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
Type: Directed			
Classes: exercise resolution	10.5	0.42	1, 6, 7, 8, 11
Theory classes	33	1.32	6, 7, 8, 12
Type: Supervised			
Tutorials	8	0.32	6, 7, 8, 12
Type: Autonomous			
Study	50	2	6, 7, 8, 10, 11, 12
Work on case studies & classes assessment	17.5	0.7	3, 1, 4, 5, 8, 10, 9, 11, 13
Work on final project	25	1	3, 1, 4, 5, 6, 7, 8, 10, 9, 11, 12, 13, 2

Assessment

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 (10%): Solving problems in practical case studies.
- 3) Participation in class, discussion of news or other directed activities (15%): this section evaluates the active participation of students by solving issues, discussing news and providing current information on business issues
- 4) Written exam (50%)

To calculate the mark of the assignment according to the indicated weights, a minimum mark of 3.5 must be obtained in the exam. If a student does not obtain this minimum mark, they do not calculate the average and the mark of the subject will be the one obtained in the exam.

Students will not be evaluated in case they do not present the final work and the practical cases or do not submit to the final exam

Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity." **Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB).** Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule

https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule

All students are required to perform the evaluation activities. In the case in which the student obtains an evaluation of the final exam of a minimum of 3.5/10, he / she will be able to add the notes of the continuous evaluation. If the course grade of the student is 5 or higher, the subject is considered surpassed and this will not be subject to a new evaluation. In the case of a grade lower than 5, the student may submit to the recovery test. In the case that the student does not complete a minimum grade of 3.5/10 in the final exam, the continuous assessment grade will not be added and the subject will have to be repeated. The lecturers will decide the type of the second chance exam. When the second exam grade is greater than 5, the final grade will be a PASS with a maximum numerical grade of 5. When the second exam grade is less than 5, the final grade will be a FAIL with a numerical grade equal to the grade achieved in the course grade (not the second chance exam grade).

A student who does not perform any evaluative task is considered "not evaluable", therefore, a student who performs a continuous assessment component can no longer be qualified with a "not evaluable"

Grade revision process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will be also be informed of the procedure, place, date and time of grade revision following University regulations.

Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously been evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9 considering the minimum grade of the final exam of 4/10

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, student will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, *"in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0".* **Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).**

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Case study presentations and classes assessment	25	2	0.08	3, 1, 4, 5, 6, 7, 8, 10, 9, 11, 12, 13, 2
Exam	50	2	0.08	6, 7, 8, 12
Presentation of projects	25	2	0.08	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, Mª J. Merino, J. Sanchez y T. Pintado: "Fundamentos de Marketing", Ed. Pirámide, 1ª 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, 1ª edición adaptado el EEES, 2010.

Col·lecció Materials, Dirección Comercial: Guia de Estudio. 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, 2ª 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. 1ª 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.Mª El Plan de Marketing en la Práctica, 15ª ed., ESIC, 2011