

Marketing

Code: 102138
ECTS Credits: 6

Degree	Type	Year	Semester
2501231 Accounting and Finances	OB	2	2

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: Yes

Teachers

Jordi Gamundi Ballbé
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Ramon Fabre Vernetas

Prerequisites

It is recommended that the student has adequate knowledge of business economics.

Objectives and Contextualisation

The subject of marketing represents a basic subject in the studies of Accounting and Finance because it trains the student in central aspects of business management, specifically commercial management.

It is a compulsory subject that is taken when the student has already acquired a company base training. The subject provides students with comprehensive training in the field of marketing, developing the basic knowledge and specific competences of this business area.

Training in commercial management is essential for a correct job placement of graduates. In any situation, the student must have a broad vision of business management in order to carry out their work correctly and be able to grow within the structure of the organization.

The objectives are:

- Understand and know how to value the main concepts and tools of marketing.
- Understand the importance of marketing in the company and in society.
- Carry out an internal and external analysis of the company and determine a diagnosis of the commercial situation.
- Know the different competitive marketing strategies.

- Interrelate marketing/commercial decisions with the rest of decisions in the other functional areas of the company.

Competences

- 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.
- Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

Learning Outcomes

1. Arguing about the importance of strategic marketing as a source of competitive advantages for the organisation.
2. Carrying out an external and internal analysis and determining a diagnostic of the commercial situation of a company.
3. 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.
4. Consider how gender stereotypes and roles impinge on the exercise of the profession.
5. Deciding the different elements that shape a marketing plan and drawing up a marketing plan.
6. Describing the importance of adopting the concept of marketing in a company in order to obtain a market-oriented organisation.
7. Interrelating the business decisions with the rest of functional decisions of a company.
8. Managing multidisciplinary and multicultural teams, coordinating, negotiating and managing conflicts.
9. Managing the available time.
10. Naming the characteristics of the different instruments of the marketing mix.
11. Propose projects and actions that incorporate the gender perspective.
12. Students must be capable of applying their knowledge to their work or vocation in a professional way and they should have building arguments and problem resolution skills within their area of study.
13. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
14. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.

Content

INTRODUCTION TO MARKETING

1. Fundamentals of marketing: basic concepts
2. Commercial planning
3. Commercial research

MARKETS, DEMAND AND CONSUMER BEHAVING

1. Markets and demand
2. Market segmentation
3. Product positioning

DESIGN OF MARKETING MIX STRATEGIES

1. Design of strategies
2. Product and brand decisions
3. Decisions on prices
4. Distribution channel decisions
5. Communication decisions

Methodology

The subject of marketing will use a combination of educational methodologies in order to enhance the learning by part of the student.

1. Master classes with ICT support: In these sessions the teachers will develop the main concepts and notions of the subject.
2. Work sessions focused on a practical case: The case methodology will be used to better understand the different concepts and models worked on in the master sessions. Students will receive a case on which they will have to make a report that will be subject to discussion in class.
3. Realisation of practical activities and exercises: The students will have to resolve autonomously or with small groups of work the practices and exercises proposed. Some of these activities will be carried out in the classroom and others will not.
4. Complementary activities: Reading of press articles or reviews of books that contribute to illustrating and clarifying relevant aspects of the content of the subject.
5. Personal tutorials: The student will have a few hours where the teachers of the subject will be able to help him/her to solve the doubts that arise in the study of the subject and/or in the resolution of problems.

Note: 15 minutes of a class will be reserved, within the calendar established by the center/degree, for the complementation by the students of the evaluation surveys of the performance of the teaching staff and evaluation of the subject / module.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
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Type: Directed

Lectures and practical classes	32.5	1.3	1, 10, 5, 6, 7, 2
Project/report presentation	17	0.68	9, 8, 7, 2, 3
Type: Supervised			
Development of a report - monitored	15	0.6	8, 3
Type: Autonomous			
Individual and group exercises and activities	42	1.68	8, 3
Individual study	42	1.68	1, 10, 5, 6, 9, 7, 2

Assessment

The evaluation of the subject of Marketing will take into account the following components:

- (1) Final exam: 50% of the grade.
- (2) Attendance, participation and exercises: 15% of the grade
- (3) Group work (written report): 35% of the grade.

The student must take a minimum grade of 4 in the exam (written test) in order to calculate the average grade of the course. In this case it will pass the subject if its grade in the whole of the components of the evaluation is 5 or higher; and otherwise you will have the right to go to recovery in the terms that can be seen below.

If the grade of the exam is less than 4 but by calculating the average obtained more than 5, you can also take the recovery test, in the misunderstanding that if you do not pass it, the final grade of the subject will be that of the final test.

The student will be considered as "not evaluable" as long as he has not participated in any of the evaluation activities. Therefore, if a student carries out ANY of the evaluative activities can no longer be considered as "not evaluable".

Calendar of evaluation activities:

The dates of the different evaluation tests (partial exams, exercises in the classroom, delivery of works, ...) will be announced well in advance during the semester.

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

"The programming of the evaluation tests cannot be modified, unless there is an exceptional reason and duly justified by which an evaluation act cannot be carried out. In this case, the people responsible for the degrees, after consultation with the teaching staff and the affected students, will propose a new programming within the corresponding academic period." Section 1 of Article 115. Calendar of evaluation activities (UAB Academic Regulations)

Students of the Faculty of Economics and Business who, in accordance with the previous paragraph need to change an evaluation date, must submit the request by filling out the Application for rescheduling test https://eformularis.uab.cat/group/deganat_feie/reprogramacio-proves

Procedure of review of the qualifications:

Coinciding with the final exam, the day and means in which the final grades will be published will be announced. The procedure, place, date and time of the review of exams will be informed in accordance with the regulations of the University.

Recovery Process:

"To participate in the recovery process, students must have been previously evaluated in a set of activities that represent a minimum of two thirds of the total grade of the subject or module." Section 3 of Article 112 ter. Recovery (UAB Academic Regulations). Students have obtained an average grade of the subject between 3.5 and 4.9.

The date of this test will be scheduled in the examination calendar of the Faculty. The student who presents and passes it will pass the subject with a grade of 5. Otherwise you will keep the same note.

Irregularities in evaluation acts

Notwithstanding other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the event that the student makes any irregularity that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that can be instructed. In case of several irregularities in the evaluation acts of the same subject, the final grade of this subject will be 0". Section 10 of Article 116. Evaluation results. (UAB Academic Regulations)

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Exam	50%	1.5	0.06	1, 10, 6, 14, 13, 3
Written report	35%	0	0	9, 7, 14, 12, 13, 2, 3, 4
cases and exercises	15%	0	0	5, 9, 8, 7, 11, 14, 12, 13, 2, 3

Bibliography

- BASIC:

DE-JUAN-VIGARAY, MARÍA D.: "Marketing Fundamentos", Ed. Publications of the University of Alicante, 2017.

- COMPLEMENTARY:

M. SANTESMASES, M^a J. Merino, J. Sanchez and T. Pintado: "Fundamentos de Marketing", Ed. Pirámide (2009), 1st edition adapted to the EHEA.

KOTLER P., ARMSTRONG (2009) Introduction to Marketing (3rd ed.) Pearson - Prentice Hall.

ÁGUEDA ESTEBAN Y J.A. MONDÉJAR (2015) "Fundamentos de marketing" ESIC 2nd Edition.

ÁGUEDA ESTEBAN Y CARLOTA LORENZO (2013) "Dirección Comercial" ESIC 1^a Edición.

MUNUERA, J.L. Y A.I RODRIGUEZ (2012) Marketing Strategies. ESIC Editions.

SAIZ DE VICUÑA, JM^a (2009) The Plan of Marketing in the Practice ESIC Editions.

Software

Advanced knowledge of Microsoft Office.