

Degree programme	Type	Course
Communication in Organisations	OB	3

Contact lecturer

Name : María Pilar Lopez Belbeze

Email : pilar.lopez@uab.cat

Teaching staff (external to UAB)

Luca Matteo

Albert Alonso Cuni

Group languages

You can consult this information at the [end](#) of the document.

Prerequisites

None.

Objectives

The general objectives of the subject are:

1. To understand the concept of marketing, its evolution and its strategic role within the organisation, positioning communication as an integrated function within this broader framework.
2. To acquire the ability to analyse the environment and the market, as well as the skills needed to make marketing decisions, especially those related to planning and the marketing plan.
3. To identify the different agents involved in marketing activity - consumers, competitors and intermediaries - and to analyse the relationships between them, as well as consumer behaviour.
4. To apply decisions related to segmentation, positioning and the variables of the marketing mix in a way that is consistent with the value proposition.
5. To develop a comprehensive understanding of the marketing function and recognise its specific features in different types of organisations - business, service and social organisations - with attention to sustainability and the ethical dimension.

Learning outcomes

1. Make consumers or users appreciate the quality of the products and services sold by the organisation.
2. Resolve specific cases that will help the organisation to improve customer relations and product promotion.
3. Adapt marketing theory and techniques to the different types of organisations.

4. Analyse the principles of costeffectiveness analysis (costimpact ratio).
5. Design the most suitable strategies in the relationship between brands and consumers.
6. Apply ethics in the creation of brand-promotion messages aimed at all kinds of audiences.
7. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.

Contents

Topic 1. Marketing in organisations

Concept and scope of marketing. Evolution of marketing approaches, from production orientation to market orientation, relationship marketing and social marketing. Value, exchange and customer satisfaction. The role of communication within marketing and its relationship with other organisational functions.

Topic 2. Areas and applications of marketing

Application of marketing in different organisational contexts. Services marketing and its specific features. Social and non-profit marketing: causes, behaviours and ideas. Sustainability and responsible marketing in value creation.

Topic 3. Strategic marketing and the marketing plan

Strategic situation analysis: PESTEL environment, sector analysis and SWOT/CAME diagnosis. Mission and marketing objectives. Growth strategies and competitive advantage. The marketing plan as a document that structures the process from analysis to control.

Topic 4. Segmentation, target audience and positioning (STP)

Segmentation criteria and process. Selection of the target audience. Positioning strategies and development of the value proposition.

Topic 5. Product and price decisions

Concept and levels of product, including product portfolio and product life cycle. Brand strategy. Pricing strategies and methods based on cost, demand, competition and perceived value.

Topic 6. Distribution and communication decisions

Distribution channels and their management. Marketing communication as an integrated variable of the marketing mix. Coherence among the four variables.

The content of the subject will be sensitive to aspects related to the gender perspective and the use of inclusive language.

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Work on case studies	15.5	0.62	1, 2, 3, 4, 5, 6, 7
Theory classes	10	0.4	1, 2, 3, 4, 5, 6, 7
Study	20	0.8	2, 3, 4, 5, 6
Work on the final project	22	0.88	1, 2, 3, 4, 5, 6, 7
Seminars	23	0.92	1, 2, 3, 4, 5, 6, 7

Tutorials	27.5	1.1	4, 5, 6
-----------	------	-----	---------

The subject combines lecture-based and active learning methodologies to enhance students' learning, with a strong emphasis on applied work in seminars.

1. Participatory lectures. The teaching staff presents the fundamental concepts and models of the subject, using real examples and encouraging participation and discussion in the classroom.
2. Case-based learning. The case method is used to explore in greater depth the concepts covered in the theoretical sessions. Students analyse real cases and prepare reports that are discussed in class.
3. Practical seminars using the flipped classroom approach. The seminars are organised as active sessions in which students are required to complete preparatory work beforehand, which is essential for carrying out the in-class activity. During the session, students work - individually or in small groups - on applied challenges culminating in a final submission.
4. Complementary activities. Reading of articles, industry reports or reviews that illustrate and contextualise the contents, linking theory with current developments in marketing.
5. Tutorials. Students have access to office hours, either in person or online, to resolve doubts about the subject and receive guidance on the development of their assignments.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find the various teaching materials deemed appropriate by the instructors and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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.

Assessment

Continuous assessment activities

Title	Weight	Hours	ECTS	Learning outcomes
Marketing report	30%	10	0.4	1, 2, 3, 4, 5, 6, 7
Seminars/Practices	30%	20	0.8	1, 2, 3, 4, 5, 6, 7
Written test	40%	2	0.08	1, 3, 4, 5

The continuous assessment system for the course is as follows:

1. Assessment of seminars or practical sessions - 30% This includes submitted assignments, activities carried out in practical sessions or seminars, and students' active participation in class. Completion of the preparatory task may be a necessary condition for completing and submitting the activity corresponding to each seminar or practical session.
2. Marketing plan report - 30% This includes the preparation of the document or poster and its presentation in class. This is a group assignment to be completed by groups of 3-4 students.
3. Individual test - 40% This consists of an individual test assessing the knowledge and competences of the course.

To pass the course through continuous assessment, students must obtain a final grade equal to or higher than 5. In addition, students must obtain a minimum grade of 4 in the individual test for it to be averaged with the other assessment activities. If this minimum grade is not achieved in the individual test, the course will be failed, regardless of the weighted average obtained.

Schedule of assessment activities: The dates of the different assessment activities -exercises, assignment submissions, presentations, written tests or other assessment activities- will be announced sufficiently in advance during the semester through the Virtual Campus or the communication channels established by the teaching staff.

Procedure for reviewing grades: When final grades are published, students will be informed of the procedure, place, date and time for reviewing them, in accordance with the University's academic regulations.

Reassessment:

Students will be entitled to reassessment in the course if they have been assessed in a set of activities accounting for at least two-thirds of the total course grade. To be eligible for reassessment, students must have obtained a minimum average grade of 3.5 in the course.

The individual test may be reassessed through a new written test. The marketing plan report may be reassessed by submitting a revised version of the assignment, in accordance with the instructions provided by the teaching staff. The assessment of seminars or practical sessions, due to its continuous nature and its link to the monitoring and development of the sessions, cannot be reassessed.

Students who take the reassessment and pass it will pass the course with a final grade of 5. If they do not pass the reassessment, they will keep the grade previously obtained.

Single assessment:

Students who choose the single-assessment system must complete the following assessment activities:

- Individual theoretical-practical test - 40% This will consist of an individual test on the contents and competences of the course.
- Individual course assignment - 40% This will consist of the preparation of an individual assignment, the topic of which must be agreed in advance with the teaching staff responsible for the course.
- Oral defence or individual presentation of the assignment - 20% This will consist of the individual presentation and defence of the work carried out.

The individual test, the submission of the assignment and the oral defence or individual presentation will take place or be submitted on the same day set for the final test of the students following the continuous assessment system.

To pass the course through single assessment, students must obtain a final grade equal to or higher than 5. In addition, students must obtain a minimum grade of 4 in the individual test for it to be averaged with the other assessment activities.

Reassessment of single assessment: Students following the single-assessment system will be entitled to reassessment if they have been assessed in activities accounting for at least two-thirds of the total course grade. To be eligible for reassessment, students must have obtained a minimum average grade of 3.5 in the course. The individual test and the individual course assignment may be reassessed. The oral defence or individual presentation, due to its nature, cannot be reassessed.

Students who take the reassessment and pass it will pass the course with a final grade of 5. If they do not pass the reassessment, they will keep the grade previously obtained.

Students enrolled for the second or subsequent time:

Students enrolled for the second or subsequent time may be assessed through a synthesis test, in accordance with the UAB academic regulations. This modality is different from single assessment and is specifically aimed at students who have previously taken the course. The synthesis test will consist of an individual

theoretical-practical test on the contents and competences of the course. Students who wish to choose this modality must inform the teaching staff responsible for the course at the beginning of the semester, within the established deadline. To pass the course through the synthesis test, students must obtain a grade equal to or higher than 5.

Not assessable:

In this course, students will be considered "not assessable" if they have not participated in any of the scheduled assessment activities. Therefore, if a student completes any assessment activity, they can no longer be classified as "not assessable".

Use of Artificial Intelligence:

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify the parts that have been generated using this technology, specify the tools used and include a critical reflection on how these tools have influenced the process and the final outcome of the activity. Lack of transparency in the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the activity grade, or more serious sanctions in severe cases.

Irregularities in assessment activities:

Any irregularity in an assessment activity -academic fraud, plagiarism or improper use of AI, unless such use is expressly authorised in the teaching guide- that may lead to a significant variation in the grade will result in that assessment activity being graded 0. If the teaching guide establishes that obtaining a minimum grade in that assessment activity is an essential requirement to pass the course, or if several irregularities occur in the assessment activities of the same course, the final grade for the course will be 0. In addition, disciplinary proceedings may be initiated against any student who commits such irregularities.

Action in cases of suspected irregularities: Any student suspected of submitting work generated by AI, produced by others or copied; including AI-generated content without citing the sources; or falling outside the permitted scope, may be asked to provide preparatory work or other materials demonstrating that the work is original and the result of their own authorship. They may also be asked to explain or justify their work separately. The teaching staff may also use AI detection systems or carry out any verification tasks they deem appropriate. If, after review, irregularities are found to have occurred, the work may be graded zero and the student may be subject to additional disciplinary measures.

Bibliography

BASIC

Kotler, P., Kartajaya, H., & Setiawan, I. (2024). *Marketing 6.0: The Future Is Immersive (English Edition)*. Editorial Wiley

COMPLEMENTARY

Kairos, Carolina (2022). *The branding method : cómo crear marcas que provocan, venden e impactan : + 25 herramientas paso a paso*. [editor no identificado].

Proctor, Tony, "Strategic Marketing: an Introduction", Ed. Taylor & Francis Group (Edición digital disponible en la biblioteca de Ciencias Sociales)

Al Ries y Jack Trout (2001). *The 22 Immutable Laws Of Marketing*. Ed. Profile books

The professor will provide a list of supplementary readings in class.

Software

Advanced skills of Microsoft Office.

Course groups and languages

The information provided is provisional until November 30. After this date, you will be able to consult the language of each group through this [link](#). To access the information, you will need to enter the course CODE

Type of teaching	Group	Language	Semester	Shift
(TE) Theory	7	Catalan/Spanish	first semester	afternoon
(SEM) Seminars	71	Catalan/Spanish	first semester	afternoon
(SEM) Seminars	72	Catalan/Spanish	first semester	afternoon