

Degree programme	Type	Course
Marketing	OB	1

Contact lecturer

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Teaching staff

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Group languages

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

Prerequisites

It is recommended that the student have knowledge on commercial management or marketing management

Objectives

Study the most relevant aspects and tools of strategic marketing, both from the traditional approach, as well as from digital marketing. It is intended that the student knows the main techniques to strategically analyze the markets, the decisions to be adopted and how to plan marketing actions.

Due to its relevance, Public and Social Marketing, International Marketing, and Experiential Marketing are part of the contents.

Learning outcomes

- CA01 (Design marketing plans adapted to the new market scenarios for BTC (business-to-consumer) and BTB (business-to-business) contexts.) Design marketing plans adapted to the new market scenarios for BTC (business-to-consumer) and BTB (business-to-business) contexts.
- CA02 (Implement elements of environmental, social and economic sustainability in the design of marketing plans.) Implement elements of environmental, social and economic sustainability in the design of marketing plans.
- CA03 (Evaluate ethical dilemmas in real-world business situations from different angles (marketing, legal, social, and economic) for marketing decision-making.) Evaluate ethical dilemmas in real-world business situations from different angles (marketing, legal, social, and economic) for marketing decision-making.
- KA01 (Identify the main opportunities and threats posed by the information society in the field of marketing through the critical analysis of case studies in a specific sector.) Identify the main opportunities and threats posed by the information society in the field of marketing through the critical analysis of case studies in a specific sector.
- KA02 (Recognise the criteria of effectiveness and efficiency in the preparation and implementation of marketing plans, through the evaluation of current business models and practices, in a collaborative study environment.) Recognise the criteria of effectiveness and efficiency in the preparation and implementation of marketing plans, through the evaluation of current business models and practices, in a collaborative study environment.
- KA03 (Identify conventional and innovative solutions to address specific business problems developed by today's organisations.) Identify conventional and innovative solutions to address specific business problems developed by today's organisations.
- KA04 (Distinguish advanced marketing strategies and techniques for effective campaign implementation and strategic decision-making in competitive markets.) Distinguish advanced marketing strategies and techniques for effective campaign implementation and strategic decision-making in competitive markets.
- SA01 (Carry out innovation actions in marketing (commercial, process or organisational) based on detailed case analyses and participation in interdisciplinary debates in collaborative work teams.) Carry out innovation actions in marketing (commercial, process or organisational) based on detailed case analyses and participation in interdisciplinary debates in collaborative work teams.
- SA02 (Analyse the feasibility of transferring the analysis to the planning and design of marketing strategies in today's competitive contexts through the critical study of real cases and the application of relevant theoretical frameworks.) Analyse the feasibility of transferring the analysis to the planning and design of marketing strategies in today's competitive contexts through the critical study of real cases and the application of relevant theoretical frameworks.

Contents

Marketing Engineering

Analytical marketing

From data to information

Heterogeneity in consumer behaviour

Brand positioning in the market

Strategic Marketing

Product Decisions

Pricing decisions

Operational Marketing

Communication

Public and Social Marketing

Segmentation and target market behaviour

Communication strategies and tools

Measuring impact and sustainability

International Marketing

Analyzing international environments

Entry strategies and global positioning

Global markets management

Experiential marketing

Designing brand experiences

Technology and experience channels

Measuring impact and strategies

Learning activities and methodology

Title	Hours	ECTS	Learning outcomes
Lectures	75	3	
Individual task	100	4	
Business cases	50	2	

To achieve the objectives of this module, during the course a set of different teaching methodologies are used: lectures, case discussions, oral presentations in class, previously prepared by the students, and realization of exercises or activities in class.

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
Assignments and presentations	40	3	0.12	CA01, CA03, KA01, KA03, KA04, SA02
Practical exercises	40	20	0.8	CA01, CA02, CA03, KA01, KA02, KA03, KA04, SA01, SA02
Participate in class	20	2	0.08	CA01, KA02, KA03, KA04

This subject is formed by four teaching modules: marketing plan, public and social marketing, international marketing, and experiential marketing.

All Advanced Marketing modules are evaluated with the following structure:

- Participation and assistance 20%
- Exercises and practical cases 40%
- Deliveries and presentations 40%

To be evaluated, the student must have a minimum of 80% attendance and participation, and 50% of the exercises, practical cases, deliveries and presentations.

To pass the subject it is necessary to pass each module independently (with a grade of 5/10 or higher).

If the subject is not approved, the master's coordination will offer the student the possibility to re-evaluate the module/s that have not been passed, according to the evaluation of the professors and the coordination.

If the student approves the re-evaluation, the maximum mark he will get in the re-evaluated part will be 5. The re-evaluation calendar will be published together with the module's grade list.

IRREGULARITIES IN THE DEVELOPMENT OF EVALUATION ACTIVITIES:

The completion of assessment activities is subject to the provisions set out in this course guide and in the "[Policy of the School of Economics and Business on the Detection of Irregularities during Assessment Activities](#)", which regulates the conditions under which assessment tasks are conducted and the procedures applicable in cases where indications of irregularities are detected. Students are encouraged to consult the policy.

USE OF IA:

"For this subject, the use of Artificial Intelligence (AI) technologies is allowed exclusively in support tasks, such as bibliographic or information search, text correction or translations, as well as under professors' recommendation.

The students will have to clearly identify which parts have been generated with this technology, specify the tools used and include a critical reflection on how these have influenced the process and the result of the

activity.

The lack of transparency in the use of AI in this assessable activity will be considered a lack of academic honesty and may lead to a partial or total penalty in the grade of the activity, or greater sanctions in cases of seriousness."

EXAMINATION-BASED ASSESSMENT (Avaluació única):

Must be requested at the beginning of the course in Academic Management of the Faculty of Economics and Business

It will consist of an examination of the entire subject, with a weight of 100% on the final grade. The exam is mandatory in person

- Retake will follow the same procedure as continuous assessment.
- Final grade review follows the same procedure as continuous assessment.

Bibliography

El plan de marketing en la práctica

Villanueva y Del Toro (2017) *Marketing Estratégico* Eunsa-IESE

Social and public marketing

Hastings, G., & Domegan, C. (2023). *Social marketing: Principles and practice for delivering global change* (Fourth edition). Routledge.

Fine, S. H. (1990). *Social Marketing: Promoting the Causes of Public and Nonprofit Agencies*.

Experiential marketing

Batat, W. (2021). *Experiential marketing: Case studies in customer experience*. Routledge.

<https://doi.org/10.4324/9781003022565>

Batat, W. (2019). *Experiential Marketing: Consumer Behavior, Customer Experience and The 7Es*. Routledge.

Kapferer, J.-N. (2015). *Kapferer on Luxury: How Luxury Brands Can Grow Yet Remain Rare*.

International marketing

Warren, J. K., & Mark, G. (2017). *Global Marketing, Global Edition*.

Cateora, P. R., Money, B. R., Gilly, M. C., & Graham, J. L. (2024). *International marketing*.

Opresnik, M., & Hollensen, S. (n.d.). *International Marketing: Principles and Practice: A management-oriented approach*.

Software

The student must have a good knowledge of Microsoft Office and a basic knowledge of a program to perform multivariate analysis.

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
(TEm) Theory (master)	30	Spanish	first semester	afternoon