Course: Marketing Management I
Code: 10BBA20000

Type: Required  Year: 2  Semester: 2  ECTS Credits: 5  Language: Spanish  Coordination:

Faculty:
Ivana Casaburi  Jordi Molina Capella

Workload distribution:
Lectures: 42 hours  Participatory sessions: 14 hours  Independent work: 89 hours  Tutorials / feedback: 5 hours

Course contribution to programme:
Marketing Management I makes a decisive contribution to the structuring of students’ knowledge in terms of methodology and decision making in the dynamic process of marketing in companies. The programme aims to develop skills/competencies as well as to transmit knowledge. This dual objective allows students to develop their executive abilities progressively.

Course learning objectives:
By the end of the course, students will:

- Have a global view of the function of Marketing and its application to the range of activities, businesses and organisations that characterise the markets;
- Have taken on the key concepts and basic strategies of Marketing;
- Be able to integrate the operational vision and strategic vision of Marketing;
- Have had the experience of designing a Marketing planning process.

Skills developed:
The ability to apply knowledge to get results.
Contents and methodology:

BLOCK 1 – Introduction to Marketing

Block objectives.

On completion of this block, students should be able to:

- Have a global view of the course within the degree.
- Distinguish strategic aspects of operations in the function of Marketing.
- Have a vision of the evolution of the commercial/marketing development of companies over time.
- See that the difficulty in Marketing is in the application of concepts and tools.

Contents:

- Business orientations
- The supply and demand perspectives
- Strategic marketing concepts and operational marketing
- Needs, market and environment
- Project: presentation of the project structure. The general objective of the project is the application of concepts and tools worked on during the course

Activities:

11h lectures
1h participatory session

BLOCK 2 – Consumer study

Block objectives.
On completion of this block, students should be able to:

- Understand the consumer’s perspective
- Know about market research tools
- Know the stages of a research plan

Contents:

- Consumer’s purchase process
- The roles of the decision making unit
- Behaviour models
- Marketing Information System
- Project: Research plan design

Activities:

6h lectures
2h participatory classes

BLOCK 3 – Basic strategy

Block objectives.

On completion of this block, students should be able to:

- Understand that markets are people
- Identify and manage diversity
- Understand the subjectivity of perceptions in consumption
- Understand the complexity involved in the application of positioning map segmentation and analysis tools.

Contents:

- The concept of segmentation
- Segmentation variables
- Segmentation strategies
- The concept of positioning and perceptual map
- Positioning strategies
- Project: identifying segments and positioning hypotheses

Activities:

6h lectures
2h participatory sessions (parallel sessions by category of product/service)
BLOCK 4 - Marketing Mix

Block objectives.

On completion of this block, students should be able to:

- Define a competitive offer for the market
- Understand and manage the variables affecting marketing management
- Understand the interdependence between marketing variables and the company as a whole
- Define a coherent offer (marketing mix) in a specific case (product/service category)

Contents:

- Concepts and strategies of products and services
- Concepts and strategies of price
- Concepts and strategies of communication
- Concepts and strategies of commercialisation and sales
- Project: definition of the marketing mix

Activities:

17h lectures
7h participatory sessions (parallel sessions by category of product/service)

BLOCK 5 - Organisation and planning

Block objectives.

On completion of this block, students should be able to:

- Understand the function of marketing within the organisation as a whole.
- To have an integrated vision of the aspects making up a Marketing plan.

Contents:

- Organograms and functions
- Marketing Plan Structure
- Project: concept integration.

Activities:

2h lectures
2h participatory sessions (parallel sessions by category of product/service)
Activities in the lectures and participatory sessions:

Lectures: the Professors combine theoretical presentations with practical explanations. Before the class, students should have prepared the readings (case studies, articles and/or recommended bibliography) according to the programme.

Participatory classes: In the first class, work groups will be formed, the structure of the project will be presented and a product/service category will be assigned to each group. From the second participatory session onwards, students will be grouped according to product/service category, so there will be parallel sessions at the same time in smaller classrooms. Before the participatory session, groups will have to complete a programmed activity and, when scheduled, submit a written report. Some sessions will look at project progress.

There will be voluntary tutorials, whether at the school or virtual, for those students who require help in their individual learning process or with the project. Tutorials will also be used to give continuous feedback, at the school or virtually, about the five sections that make up the project.

Evaluation:
The assessment system we use aims to measure continuous learning, in terms of objectives and competencies, of each student individually and in the group.

This is why the system will be using different tools, which we can put into two groups:

1) Qualitative and quantitative assessment of the five deliverables that make up the course project resulting from the group work. There will also be assessment of the ability to work in a team and collaborate in the project’s development. This section will include a system of peer evaluation, in which each group member can evaluate his or her workmates.

2) Individual assessment of the knowledge acquired and its application to real cases. This will be assessed in two tests and a final exam. This section will also assess students’ ability to be proactive, autonomous, independent and to use initiative, all of which are relevant components in class participation.

These various assessment tools will give the final grade:
35% Course Project (average of the five deliverables)
10% first test
10% second test
10% participation
35% final exam

The tests include all subjects studied. If a student misses a test, s/he will receive a 0 for the 10% of the final exam. If the student officially justifies the absence with documentation (a
doctor’s certificate or equivalent), the justification will be assessed by the course faculty and, if it is accepted, the student can recuperate the 10% in the final exam. In other words, the final exam grade will contribute 45% to the final grade (35%+10% for the missed test, with official justification). The same rule applies if the student misses two tests, and justifies the absence in both cases. In this case, the final exam grade will be weighted at 55% (35%+10%+10%).

Core bibliography: