Course: Marketing Management II  
Code: 10BBA20002  

Type: Required  
Year: 1  
Semester: 1  
ECTS Credits: 4  
Language: Spanish  
Coordination:  
Faculty: Carles Torrecilla Gumbau  

Course requirements:  
A satisfactory pass in Marketing Management I  

Previous knowledge:  

Workload distribution:  
Lectures: 15 hours  
Participatory sessions: 20 hours  
Independent study: 81 hours  
Tutorial/feedback: 4 hours  

Course contribution to the programme:  
Marketing Management II is the natural pedagogical extension of Marketing Management I, in which students learn marketing strategies, being familiar already with the basic tools and concepts. As an illustration, we might say that if we were talking about chess, then Marketing Management I teaches each piece’s move, and in Marketing Management II students learn the most typical plays (Shepherd’s mate, openings and so on).  

Course learning objectives:  
1. Students will learn to make marketing decisions under the umbrella of a balanced risk-profitability relation.  
2. They will learn not to always make decisions with a view to maximum profit (involving maximum risk).  
3. They will learn what the theoretically correct strategy for each moment is, as well as how to know when they are ignoring it.  
4. They will learn to build up their own analysis and decision-making tools based on objectives and premises.  

Skills developed:  
A. The ability to communicate information and knowledge.  
B. The ability to take on, understand and structure knowledge critically.  
C. The ability to understand the relational context of organisations.  
D. The ability to make decisions and/or judgements in complex situations.
Contents and methodology:

Contents 1:
The risk-profitability relation
Methodology -
Interactive practical case study in phases
1 teacher-led session

Contents 2:
Budget items
Methodology-
Task 1: Searching and using the INE, Sabi webpage.
Exercise in searching for surprising data concerning our cultural behaviour.
Task 2: Photo and analysis of the contents of a fridge.
1 teacher-led session

Contents 3:
Defining the market of reference
Methodology-
Reading of notes given out beforehand + teacher-led session
Exercises concerning definitions of a list of markets
1 teacher-led session

Contents 4:
The lifecycle of the solution vs. the product.
Phases, determining factors, objectives of each phase and changing strategies.
Methodology -
Exercise: "Explaining what a business is to a child"
Independent task: Presenting the last unavoidable argument you had, and explaining the reasons for it.
5 teacher-led sessions

Contents 5:
Los clínducitos
Methodology-
Task 1: Analysing the current validity of the usual portfolio tools: BCG and GE / McKinsey.
Task 2: Developing your own tool for portfolio analysis.
1 teacher-led session

Contents 6:
Dynamic market analysis
Methodology -
Task: Problems with a SWOT analysis
Exercise: Finding the objectives and advantages needed for a new diagnosis tool.
1 teacher-led session

Evaluation:

- 20%: Participation full class participation (10% spontaneous participation + 10% prompted participation). Skills: A+B
- 20%: Submission of weekly tasks. Skills: A+D
- 20%: Attendance and participation in tutorials. Skills: B+C
- 30%: 50 question test. 4 choices for each question, only one of which is correct. A correct answer adds one point, and an incorrect answer subtracts 0.33. Skills: B
- 10%: Surprise Test. Skills: B

It is essential to:
Pass the exam with a minimum grade of 5.0 for each part.
Submit ALL the weekly tasks.
Attend over 90% of the theory classes.

Core bibliography:

See complementary material.
At the end of the course, the tutor will recommend a complementary post-course reading list.

Complementary bibliography or material:

The course has its own notes, written by the teaching team.
The students will also have summary videos of the sessions.
The material will be provided via the Moodle platform.