

## The Marketing Manager

UGRA\_009753

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|---------------------|---|
| Departments         | Department of Marketing                         |
| Teaching Languages  | English   |
| ECTS                | 4   |
| Teacher responsible | Ferran Blanch Colino - lferran.blanch@esade.edu |

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### Course Goals

The purpose of this course is to introduce advanced undergraduate students to the marketing competences and skills needed for the real "Marketing in action". Students will get immerse in practical training to develop marketing skills. This is a finishing subject to polish, prepare and be ready the day after the course "to be a value" in a Marketing Department.

At a time when the marketing world is undergoing radical changes, the industry needs leaders to tackle the day's most pressing challenges. How do you attract new consumers? How do you keep the old ones? If the digital revolution provides consumers with practically unlimited choices, how do you distinguish your product from the rest? How do you get their attention in the first place? These are just a few of the problems marketing managers across the world are facing.

- What marketing managerial skills encourage a positive attitude and top performance in employees?
- What marketing skills encourage a negative attitude and poor performance in teams and employees?
- Consider your marketing skills. What can you do to encourage more self-expectations that are positive?

This is a learning space for those of you who are passionate about marketing and who are considering to develop a career in this field. Our main goal is to help you prepare to start a career in marketing after graduation.

#### FAST MOVING CONSUMER GOODS.

The FMCG market is very competitive and marketing plays a key role in business success. Selling is increasingly complex, achieved through retail outlets, independent stores, and wholesalers, Internet and direct selling or a blend of these approaches. FMCGs are typically high-volume, low-value items with high public visibility and short life span, such as food, drink,

confectionery, toiletries, and household goods. Consumers look for the product that offers most value to them, considering features (package, taste, price, weight), concept (features and related benefits), information sources (for example, advertising), and intangible characteristics such as brand image. Freedom of choice is a vital factor in the fast moving and highly competitive consumer goods industry.

FMCGs are an enormously dynamic sphere of the business world in which graduates are able to gain excellent rewards and benefits. Graduates often get the chance to work in different departments, to see how the product goes from development to manufacture to distribution. There is always scope to move elsewhere within the company and to work with different clients. It is an exciting industry because it is constantly changing. New ideas quickly become new products and start flying off the supermarket shelves and you get to see the results of your efforts every day in shops around the world. If sales or marketing is for you then one of the best routes into these careers is via a graduate training scheme run by a leading brand owner as these are among the most highly regarded.

## Previous knowledge

Marketing basics

## Prerequisites

This is an elective for students who have already taken a Marketing course and are considering a career in Marketing.

During the course students will integrate previous marketing knowledge into the content of the different sessions.

## Teaching methodology

To achieve the objectives of the course, we use a methodology based on the learning by doing approach: active participation, lecturers, exercises and case discussion.

- Lectures: Faculty will combine theoretical explanations with practical applications, involving guest executives to take part in some of the sessions. Before each lecture class, students must carry out the required readings (case studies, articles and/or recommended bibliography) as indicated in the syllabus. These sessions are devoted to presentation and discussion of frameworks, cases, best practices and concepts/theories that are useful for marketing practice. In general, these lectures are strongly linked to the main topics to be developed in groups.
- Participatory sessions: Before participatory sessions, groups should carry out the programmed activities and turn in written reports when specified. In some sessions groups, will provide preliminary presentations of their projects, in others, there may be some individual quizzes.
- Course website: A learning area will be available in the Intranet. There, you would find instructions for the sessions, communications, bibliography, etc. Please look at it a couple of times a week. Slides of the sessions will also be posted here, always AFTER the class.
- Guest executives with the aim of furthering students' knowledge of

very concrete marketing areas, the course is centered on the participation of guest executives specialized in different fields within the industry. The aim is to illustrate the practical application of marketing principles in their different facets.

- **Project Team:** The Marketing Project represents the implementation stage of the learning process through a conceptual but real scenario. Their ultimate aim is to help students deepen in the main topics in line with the course structure. Students will work in teams and will develop a research project on the assigned topic, including a research proposal, desk research, fieldwork, results analysis, and a final word document covering the project.

This is a discussion course, so we encourage your active participation. Sharing your experience with the group will enrich all the participants and make the sessions more dynamic. We will be available for group or individual tutorials during the course. If needed, feel free to contact us by email to schedule an appointment.

**Laptop/tablets policy.** You are not supposed to use your laptop/tablets during case discussions. You must be 100% focused in the discussions. You may use your laptops/tablets on the lectures/discussion sessions **ONLY** for academic use. Emailing, Facebooking, tweeting, chatting, skypeing, internet surfing, etc. should **NOT** be done during classes. Doing these would penalize strongly your grade on class participation.

## Description

### Short description

FAST TRACK CAREERS & FMCG.

Marketing is competitive and challenging, but a career in marketing here (as glamorous as it appears to be) can be extremely competitive and challenging.

- **Getting into the industry.** Unless you are looking at entry level or junior positions, you may find it extremely difficult to move into FMCG marketing mid-career.
- **Market trends and opportunities.** There is always a demand for good FMCG brand managers, not just within the FMCG industry: managers are also extremely popular in other related consumer industries such as retail, luxury, mobile telecommunications, consumer electronics and consumer banking.
- **The truth about FMCG marketing.** As a marketing manager, you will have to get your hands dirty and work long hours juggling multiple deadlines. Key responsibilities include a broad spectrum of job functions, from brand strategy planning, advertising and promotions to market research and product development.
- **What employers are looking for?** Successful professionals often possess a creative mind and strong business acumen, have a degree in business management or marketing. Employers also look for professionals with organizational skills and a meticulous nature – prized qualities within the FMCG sector since brand managers often have to manage multiple projects or

product lines.

## Activities

### In-class discussions and debates

Faculty will combine theoretical explanations with practical applications, involving guest executives to take part in some of the sessions. Before each lecture class, students must carry out the required readings.

### Interaction with visiting guest professionals

Guest executives with the aim of furthering students' knowledge of very concrete marketing areas, the course is centered on the participation of guest executives specialized in different fields within the industry.

### Project development and presentation

The Project represents the implementation stage of the learning process through a conceptual but real scenario. Their ultimate aim is to help students deepen in the main topics in line with the course structure.

## Content

| #  | Topic                            |
|----|----------------------------------|
| 1  | Introduction                     |
| 2  | Guest Speaker 1 - Case 1         |
| 3  | Guest Speaker 2 - Case 2         |
| 4  | Guest Speaker 3 - Case 3         |
| 5  | Guest Speaker 4 - Case 4         |
| 6  | Guest Speaker 5 - Case 5         |
| 7  | Guest Speaker 6 - Case 6         |
| 8  | Guest Speaker 7 - Case 7         |
| 9  | Guest Speaker 8 - Case 8         |
| 10 | Presentations and Course Wrap-up |

## Assessment

| Tool                         | Assessment tool                         | Category       | Weight % |
|------------------------------|---|----------------|----------|
| Attendance and punctuality   | Class Attendance and Class Contribution | Ordinary round | 30.00%   |
| Individual or team exercises | Group exercises                         | Ordinary round | 40.00%   |
| Group project                | Final Project                           | Ordinary round | 30.00%   |
| Final individual project     | Retake                                  | Retake         | 100.00%  |

## PROGRAMS

B13-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13 Year 1 (Optative)

B13S-Exchange Program Bachelor of Business Administration (BBA) (Undergraduates: Business)  
B13S Year 1 (Optative)

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA20 Year 3 (Optative)  
BBA20 Year 4 (Optative)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA23 Year 4 (Optative)  
BBA23 Year 3 (Optative)

DBAI21-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI21 Year 4 (Optative)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)  
GBD20 Year 4 (Optative)  
GBD20 Year 2 (Optative)  
GBD20 Year 5 (Optative)  
GBD20 Year 3 (Optative)  
GBD20 Year 1 (Optative)