TEACHING GUIDE - 2026-2027

Marketing Foundations

UGRA_004255

Departments	Department of Marketing
Teaching Languages	English and Spanish
ECTS	5
Teacher responsible	Ferran Blanch Colino - lferran.blanch@esade.edu

Course Goals

On successful completion of this course, students are expected to:

- Understand the key principles of marketing, as well as marketing's relationship with the business environment;
- Know the basic models, theories, decision-making tools, and techniques typically used in marketing;
- Be capable of effectively putting these models, theories, decision-making tools, and techniques to practical use.Specifically, students should be able to gather, select, evaluate, and effectively utilize information to achieve marketing goals.
- Learn how to work effectively in a team, respecting the ideas and opinions of others, making a positive contribution towards solving selected marketing challenges.

Upon achievement of these objectives, you will be well-prepared and equipped for next academic year's marketing class, which has a more strategic focus.

Previous knowledge

No previous Knowledge

Prerequisits

Students must come to the first sesson knowing the Syllabus content.

Teaching methodology

This course's approach is eminently applied, as explained earlier, and your active involvement throughout it will be absolutely crucial to your achievement of the learning objectives.
The different sessions of the course will involve a combination of mini-lectures, in-class exercises, case discussions, presentations by industry executives, and tutorial sessions. For instance, the faculty will combine explanations of marketing theories and frameworks with their immediate

practical application through in-class exercises and small case discussions, or through the involvement of guest executives specialized in different fields within the industry.
Importantly, in addition to the above-mentioned activities, this course relies heavily on the “project-based learning” methodology. At the beginning of the course, students will be posed a real marketing challenge by a real company. Throughout the course, you will have to work, in teams, on addressing this challenge. (More detail on section 5 below.)

What do we expect from you in class?

We expect you to come to class very well prepared, having reviewed beforehand all required materials (e.g., case studies, videos, news or academic articles, etc.), and having submitted any required assignments on time. You will find detailed instructions regarding required readings and assignments on the course website. There you will also find announcements, bibliography, and other class materials.
Please check the course website at least twice a week.
Session slides will be posted on the course website as well, always AFTER each class. Please note that the LECTURE SLIDES WILL NOT INCLUDE EVERYTHING THAT MAY BE (ORALLY) DISCUSSED IN CLASS. Therefore, a crucial part of your learning materials will be the written notes that you take in class.
This course is meant to be highly interactive. We urge you to get involved and actively participate. The richer the group discussion, the richer everyone’s learning experience. See below, on section 5 of this syllabus, what we consider to be ‘effective class contribution.’

Laptop/tablets policy.
Laptops are not allowed in face-to-face classes. This is for two reasons. First, a key pillar of the learning experience is students’ active engagement and participation in the class discussion. This presupposes full attention, and laptops are a source of distraction. Second, laptops have been demonstrated to hinder learning, as elaborated in the article “Laptops are great, but not during a lecture or a meeting” (see article in course website).
During tutorial sessions, laptops/desktops are of course allowed, but they should not be used for emailing, facebooking, tweeting, chatting, internet surfing, etc. Doing these will penalize you strongly on the ‘class contribution’ grade component.

Description

Course contribution to

The marketing function is one of the key areas in business management and knowledge of it is essential for any manager. To understand marketing you need to understand the marketing concepts and process, which is the objective of the course and the key contribution to the program.

program

Short description

As consumers, you already know something about marketing. But we hope you'll discover that there's a lot more to marketing than first meets the eye. Our objective in this course is to help you develop a broad (and practical!) understanding of the basics of marketing, both as a management tool and as a force in society. What is marketing? What role does it play in organizations? What makes for a good marketing strategy and what tactical tools bring such a strategy to life? We'll ask these basic questions to dig deeply into both the marketing activities of companies and important marketing issues.

Marketing is one of the most complex areas within a company because it requires mastering a wide range of skills. Analyzing markets and planning strategies requires both knowledge of behavioral sciences and experience, as well as insights from the social momentum and a competitive vision. The Marketing Foundations course introduces students to the fundamental Marketing concepts they need to know, helping them build a solid base.

This course has an eminently "applied" approach, because it develops students' marketing knowledge and skills by emphasizing practical, concrete applications of concepts, incorporating theoretical applications as appropriate. It is organized in three modules: "understanding," "creating," and "executing." In the first module, we will examine how marketers analyze the marketing environment—how they use marketing research and information systems to study consumers and identify marketing opportunities. In the second module, we will look at the elements of a marketing strategy—segmentation, targeting, and positioning. In the third module, we will examine the "marketing mix"—the set of tactical tools marketers use to implement their strategies, including product/service, pricing, distribution (place), and promotion.

Activities

In-class discussions and debates
One of the key learning activities

Written and/or oral exams
Final exam will close the course

Fieldwork
Student will have to do a fieldwork for te Challenge.

Quizzes/tests
Quizzes and tests will be given to reinforce the learning of readings and other activities.

Group presentations
Final Challenge must be defended

Case study resolution
Case study in class will be the last step of the learning process.

Project development and presentation
A transversal Channel will be developed during the course

Case study analyses
Some cases will be part of the learning expereince

Content

#	Topic
1	Introduction, Marketing & Marketing Process: • What is marketing? • Attributes/skills of the ideal marketing manager. • The evolution of marketing. • Market definition. How to grow. • Business Orientations.
2	BLOCK 1: UNDERSTANDING In this block, we will cover how to thoroughly analyze the situation underlying a problem a marketer is confronted with. Comparatively, more sessions are dedicated to this block than to the subsequent two, partly reflecting how CRUCIAL this initial step in the marketing process is. In the sessions in this block, we will look at the following topics: The Marketing Research Process • Why research? • The marketing research process. • Components of the Marketing Research Plan (objectives, target, methodology). • Designing the Marketing Research Plan. • Case discussion. Marketing Research Frameworks and Tools • Conducting research: Basic concepts. Relationship to the marketing research process. • Specific research Frameworks and Models (F/M) to be covered: a. F/M#2: The 5C's Framework b. F/M#3: The Consumer Decision Process Model c. F/M#4: Needs Theory d. F/M#5: Means-End Chain Theory • Essential soft skills of a marketing researcher (Empathy; Analytical Thinking). • Additional research tools and techniques. Insights • What is an insight? • Why do insights matter? • Kinds of insights. • Process for finding insights. • Criteria for evaluating potential insights.
3	BLOCK 2: CREATING Value In this block, we cover the fundamentals of the second pillar of the marketing process: The strategy design phase. Segmentation and Targeting • What is segmentation? Why is it important? • How to segment a market; segmentation criteria; determinants of a valid segmentation exercise. • Strategic targeting. Important factors to consider in strategic targeting. • Tactical Targeting. Influencing factors and potential scenarios. Positioning • What is "positioning"? The role of perceptions. • Factors that influence a brand's positioning. • Positioning dimensions / attributes. • Reading perceptual maps and discovering opportunities. • Crafting a (long-lasting) positioning statement. Branding • Why we need brands. • Brand Management key concepts. Segmentation, Targeting, and Positioning in Practice • How Marketing Managers at a real company (TBA) do segmentation, targeting, and positioning / Value Proposition
4	BLOCK 3: EXECUTING (Value delivery and capture) In this final block, we will cover basic concepts pertaining to the third pillar of the marketing process: The (strategy) execution phase. Marketing strategies are typically materialised through the "marketing mix," known otherwise as "the 4P's": Product/Service; Place (distribution), Price, and Promotion. We cover these in this block. Product & Distribution • Introduction to product/service/brand – basic concepts and common issues. • Introduction to distribution – basic concepts and common issues. Communication This session will be taught by Profs. Verena Schoenmueller &

#	Topic
4	Martina Pocchiari. • Introduction to communication, with a focus on digital communication. Basic concepts and common issues. Pricing • Introduction to pricing – basic concepts and common issues.
5	CLOSURE Last Session: Closure • Course wrap-up.

Assessment

Tool	Assessment tool	Category	Weight %
Written and/or oral exams	Final Individual Exam.	Ordinary round	30.00%
Group project	Team Project (Video Presentation + supporting document)	Ordinary round	45.00%
Attendance and punctuality	Online Learning Platform Preparation and Class contribution.	Ordinary round	25.00%
Written and/or oral exams	Retake (Students who take the retake will have their grades for the other course evaluations maintained.)	Retake	100.00%

PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA20 Year 2 (Mandatory)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBA23 Year 2 (Mandatory)

BBL24-Bachelor of Business Administration (BBA) (Undergraduates: Business)
BBL24 Year 1 (Mandatory)

DBAI23-Double Degree in Business Administration and Artificial Intelligence for Business (Undergraduates: Business)

DBAI23 Year 3 (Mandatory)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD20 Year 3 (Mandatory)

GBD23-Double Degree in Business Administration and Law (Undergraduates: Law)
GBD23 Year 3 (Mandatory)

GBL24-Double Degree in Business Administration and Global Governance, Economics and Legal Order (Undergraduates: Business)

GBL24 Year 2 (Mandatory)

GBL25-Double Degree in Business Administration and Global Governance, Economics and Legal Order (Undergraduates: Business)

GBL25 Year 1 (Mandatory)