

Marketing (21137)

Degree/study: International Business Economics

Course: third

Term: first

Number of ECTS credits: 5 credits

Hours of student's dedication: 125

Language or languages of instruction: English

Professor: Antonio Ladrón de Guevara (Theory) and Carolina Luis (Seminars)

1. Presentation of the subject

Marketing is a way of thinking about business. The success of an organization depends on the success of its marketing activities. The role of Marketing management in organizations is: to identify and measure the needs and wants of consumers, to determine the targets the business can serve, to decide on the appropriate products and services to serve these markets, and to determine the optimal pricing, promotion and distribution strategies to be implemented.

In this course we will focus on the analysis of the different marketing tools that firms use to develop, promote, and distribute products and services to the targeted markets.

2. Competences to be attained

GENERAL COMPETENCES	SPECIFIC COMPETENCES
<p>Be able to use the English language in the working environment: writing, reading, and communication</p> <p>Be able to work in team, participating actively in the different tasks, and negotiating with the group in order to reach group consensus</p> <p>Apply the economic analysis for decision making. Be able to make decisions in a risk environment.</p> <p>Apply the acquired knowledge and learned methodologies to a wide range of complex situations</p> <p>Identify the key factors when facing a problem</p> <p>Creative and innovative capacity</p> <p>Motivation for quality</p>	<p>Become familiar with the main marketing concepts</p> <p>Acquire knowledge and basis for the analysis of the firm environment and the market</p> <p>Understand the main marketing functions in all the different markets: consumer goods, services, and industrial.</p> <p>Know the main marketing tools that firms use to market products efficiently.</p> <p>Skills for the development and management of a new product concept, considering the multi-area character of the marketing management</p> <p>Understand the optimal strategic segmentation and positioning processes required to market a product effectively.</p>

3. Contents

- 1.- Introduction and Basic concepts in Marketing
- 2.- Market segmentation and positioning strategies
- 3.- Managing the product over time
- 4.- Strategic Planning in Marketing
- 5.- Product, product line, and brand Decisions
- 6.- Pricing Decisions
- 7.- Marketing Communications
- 8.- Distribution decisions

4. Assessment

There will be a final exam that will give you an opportunity to apply knowledge obtained during the course. The final exam will total 60% of the final grade. The evaluation of the practical sessions will be the remaining 40 % of the course evaluation.

To pass the course, it is a requirement to pass the final exam. If the exam grading is higher or equal than 4.0/10, the final grade for the course will be the weighted average between the seminar evaluation (40%) and the exam evaluation (60%). However, if the exam grading is lower than 4.0/10, the final evaluation for the course will be the one obtained in the exam.

For the students that do not pass the course, there will be a second exam in September. The rules will be the same: Pass the exam with a minimum of 4.0/10 will be required to pass the course. If so, the exam will total 60% of the evaluation, and the seminar evaluation from the term will total the remaining 40%.

5. Bibliography and teaching

5.1. Basic bibliography

Philip Kotler's Marketing Management
(11th Edition, 2003, Prentice Hall)

5.2. Additional bibliography

Peter Doyle's Marketing Management & Strategy
(2nd Edition, 1998, London; Prentice Hall)

5.3. Teaching resources

Articles, cases, and readings posted in “Aula Global” one week before the assigned day for discussion

Powerpoint slides posted in “Aula Global” the day before every theory session.

6. Methodology

There will be a total of twenty 90-minute session of theory. During the first part of the class, the theoretical concepts will be discussed. For each session, a short case will be assigned and posted in the “Aula Global” one week in advance. The cases illustrate the different marketing strategies studied during the course. Students should read the cases in advance. The assigned cases will be discussed at the end of each session. Reading in advance and discussing the cases in class is an important task during the course.

The theoretical sessions will complement with six seminar sessions. The seminar sessions will be structured for discussion and presentations of Harvard Business Cases that will be solved in groups of 5 students. All the groups will have to write a written report answering the questions proposed each and every case. The report will be given to the professor at the beginning of the seminar session. Besides, each group will make a 20-minute presentation of one of the cases.

7. Activities Planning

Day	Activity
Week 1	Theory 1: Introduction and basic concepts in Marketing I
Week 2	<p>Theory 2: Introduction and basic concepts in Marketing II Assigned reading: <i>"A new Style"</i></p> <p>Theory 3: Market Segmentation and Positioning Strategies I Assigned reading: <i>"Whirlpool launches affordable washer in Brazil and China"</i></p>
Week 3	<p>Theory 4: Market Segmentation and Positioning Strategies II Assigned reading: <i>"At Best Buy not all are welcome"</i></p> <p>Theory 5: Market Segmentation and Positioning Strategies III Assigned reading: <i>"Can Slimfast shake up Europe?"</i></p>
Week 4	<p>Theory 6: Managing the product over time I Assigned reading: <i>"Marketers in Asia target preteen kids"</i></p> <p>Theory 7: Managing the product over time II Assigned reading: <i>"Ice Cream Becomes a Battlefield"</i></p>
Week 5	<p>Theory 8: Managing the product over time III Assigned reading: <i>"Nestlé Agrees to Purchase Hutchinson Unit"</i></p> <p>Theory 9: Strategic Planning in Marketing I Assigned reading: <i>"P&G Tries Old-School Tack to Sell the Soft Stuff in UK"</i></p> <p>Seminar 1</p>
Week 6	<p>Theory 10: Strategic Planning in Marketing II Assigned reading: <i>"Nestlé Colgate form venture"</i></p> <p>Theory 11: Strategic Planning in Marketing III Assigned reading: <i>"Bike Maker Shifts Gears to Exports"</i></p> <p>Seminar 2</p>
Week 7	<p>Theory 12: Product, Product line, and brand decisions I Assigned reading: <i>"Mc Donalds Japan goes gourmet"</i></p> <p>Theory 13: Product, Product line, and brand decisions II Assigned reading: <i>"Beiersdorf Focuses on 10 Core Brands"</i></p>
Week 8	<p>Theory 14: Product, Product line, and brand decisions III Assigned reading: <i>"US Retailers cut back on variety, once the spice"</i></p>

	<p><i>of marketing”</i></p> <p>Theory 15: Pricing decisions I Assigned reading: <i>“Beat the clock”</i></p> <p>Seminar 3</p>
Week 9	<p>Theory 16: Pricing decisions II Assigned reading: <i>“Making the cuts”</i></p> <p>Theory 17: Marketing Communications I Assigned reading: <i>“In Asia, Direct Mail is Anything but Junk To Eager Consumers”</i></p> <p>Seminar 4</p>
Week 10	<p>Theory 18: Marketing Communications II Assigned reading: <i>“Toilet Paper Product Starts With Big Splash, Then Takes a Wipeout”</i></p> <p>Theory 19: Marketing Communications III Assigned reading: <i>“What do you think?”</i></p> <p>Seminar 5</p>
Week 11	<p>Theory 20: Distribution decisions Assigned case: <i>“Retailers in India use service strategy to lure consumers”</i></p> <p>Seminar 6</p>