

# Marketing Management II (20687)

**Degree/study:** Administración y Dirección de Empresas

**Course:** third-fourth

**Term:** second

**Number of ECTS credits:** 5 credits

**Hours of student's dedication:** 125

**Language or languages of instruction:** English

**Professors:**

**Theory:** Antonio Ladrón de Guevara

**Seminars:** Carolina Luis (group 2) and Antonio Ladrón de Guevara (Group 1)

## 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 complement the basic concepts studied in the first course on Marketing Management I (*Dirección Comercial I*). This second course is managerially oriented, focusing on the **strategic decisions** available for the managers to approach the targeted segments and deliver value to the final consumers. The first part of the course (topics 1-4) analyze the decisions taken by the firm at the strategic level: market segmentation, positioning strategies, product-life-cycle management, and international strategies. The topic 5 studies the Marketing Plan. The last four topics analyze the managerial strategies for the different marketing tools available to the brand managers: product, line, branding, pricing, communication and distribution.

## 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><b>Understand the optimal strategic segmentation and positioning processes required to market a product effectively.</b></p>

## 3. Contents

- 1.- Market segmentation and positioning strategies
- 2.- Managing the product over time
- 3.- Strategic Planning in Marketing
- 4.- Strategies for International Markets
- 5.- The Marketing Plan
- 6.- Product, product line, and brand Strategies
- 7.- Pricing Strategies
- 8.- Marketing Communications
- 9.- Distribution Strategies

## 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 during the first weeks of the next term. 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%.

**Only those students who took the exam at the end of the term** and failed the course will be allowed to take the second exam.

## 5. Bibliography and teaching

### 5.1. Basic bibliography

Philip Kotler's Marketing Management  
(11<sup>th</sup> Edition, 2003, Prentice Hall)

### 5.2. Teaching resources

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. Students should read the related textbook chapters in advance.

The theoretical sessions will complement with six seminar sessions. The seminar sessions will be structured for discussion and presentations of cases that will be solved in groups of 5 students. All the groups will have to write a one-page written report answering the questions proposed for 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. At the end of each presentation, the teacher will motivate and propose discussion and analysis of the related concepts and strategies. The evaluation of the seminars will be based on the 10 short written reports (10%), 2 long written reports (15%) and spoken & written presentation of the cases (15%).

## 7. Activities Planning

Day	Activity
Week 1	Theory 1: Market Segmentation and Positioning Strategies I  Theory 2: Market Segmentation and Positioning Strategies II
Week 2	Theory 3: Market Segmentation and Positioning Strategies III  Theory 4: Managing the product over time I
Week 3	Theory 5: Managing the product over time II  Theory 6: Managing the product over time III
Week 4	Theory 7: Strategic Planning in Marketing I  Theory 8: Strategic Planning in Marketing II  Seminar 1: Assigned Cases: <ul style="list-style-type: none"> <li>- <i>“A new Style”</i></li> <li>- <i>“Whirlpool launches affordable washer in Brazil and China”</i></li> </ul>
Week 5	Theory 9: Strategies for International Markets I  Theory 10: Strategies for International Markets II  Seminar 2: Assigned Cases: <ul style="list-style-type: none"> <li>- <i>“At Best Buy not all are welcome”</i></li> <li>- <i>“Colgate bares its teeth with healthy profits”</i></li> </ul>
Week 6	Theory 11: The Marketing Plan  Theory 12: Product, product line, and brand Decisions I  Seminar 3: Assigned Cases: <ul style="list-style-type: none"> <li>- <i>“Can Slimfast shake up Europe?”</i></li> <li>- <i>“Ice Cream Becomes a Battlefield”</i></li> </ul>
Week 7	Theory 13: Product, product line, and brand Decisions II  Theory 14: Product, product line, and brand Decisions III  Seminar 4: Assigned Cases: <ul style="list-style-type: none"> <li>- <i>“Bike Maker Shifts Gears to Exports”</i></li> <li>- <i>“Beiersdorf Focuses on 10 Core Brands”</i></li> </ul>
Week 8	Theory 15: Pricing Strategies I  Theory 16: Pricing Strategies II

Week 9	<p>Theory 17: Marketing Communications I</p> <p>Theory 18: Marketing Communications II</p> <p>Seminar 5: Assigned Cases:</p> <ul style="list-style-type: none"> <li>- <i>“Toilet Paper Product Starts With Big Splash, Then Takes a Wipeout”</i></li> <li>- <i>“What do you think?”</i></li> </ul>
Week 10	<p>Theory 19: Marketing Communications III</p> <p>Theory 20: Distribution Strategies I</p> <p>Seminar 6: Assigned Cases:</p> <ul style="list-style-type: none"> <li>- <i>“Retailers in India use service strategy to lure consumers”</i></li> <li>- <i>“US Retailers cut back on variety, once the spice of marketing”</i></li> </ul>