

Course guide

220553 - 220553 - Marketing Management

Last modified: 19/04/2023

Unit in charge: Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 732 - OE - Department of Management.

Degree: MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2012). (Compulsory subject).

Academic year: 2023 **ECTS Credits:** 5.0 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: JUAN CARLOS GARCIA PASCUAL

Others: JUAN CARLOS GARCIA PASCUAL

DEGREE COMPETENCES TO WHICH THE SUBJECT CONTRIBUTES

Specific:

1. Apply theories and inherent principles in the general direction of an organization with the aim of analyzing uncertainty complex situations and make decisions using engineering tools.
2. Apply theories and inherent principles in the commercial area in order to analyze uncertainty complex situations and make decisions using engineering tools.
3. Develop a business plan in a new context.

Generical:

4. Ability to apply knowledge to solve problems in new environments or unfamiliar environments within broader contexts (or multidisciplinary) related to engineering.
5. Self-learning capacity to independent continuous training.
6. Ability to effectively communicate their findings, knowledge and concluding reasons to skilled and unskilled audiences, clearly and unambiguously.
7. Ability to integrate knowledge and formulate judgments with the aim of making decisions based on information that, with incomplete or limited include reflecting on social and ethical responsibilities linked to the application of their knowledge and judgments.
8. Ability to understand the impact of engineering solutions in a global and social context .

TEACHING METHODOLOGY

The course is divided into three parts:

Theory classes

Practical classes

Self-study for doing exercises and activities.

In the theory classes, teachers will introduce the theoretical basis of the concepts, methods and results and illustrate them with examples appropriate to facilitate their understanding.

In the practical classes (in the classroom), teachers guide students in applying theoretical concepts to solve problems, always using critical reasoning. We propose that students solve exercises in and outside the classroom, to promote contact and use the basic tools needed to solve problems.

Students, independently, need to work on the materials provided by teachers and the outcomes of the sessions of exercises/problems, in order to fix and assimilate the concepts.

The teachers provide the curriculum and monitoring of activities (by ATENEA).

LEARNING OBJECTIVES OF THE SUBJECT

The course introduces the principles and fundamentals of marketing, both conceptual and practical side, showing its relevance to the overall strategy of the company. The course provides a reference model of the marketing strategy and addresses the different techniques of marketing mix: price, product, distribution and communication.

STUDY LOAD

Type	Hours	Percentage
Hours large group	8,0	6.40
Guided activities	22,0	17.60
Self study	80,0	64.00
Hours medium group	15,0	12.00

Total learning time: 125 h

CONTENTS

Module 1: Introduction

Description:

Essential concepts
Marketing Planning
The SWOT analysis

Full-or-part-time: 25h

Theory classes: 1h
Practical classes: 3h
Guided activities: 3h
Self study : 18h

Module 2: Market segmentation

Description:

What is segmentation?
Segmentation process
Segmentation's factors
Targeting

Full-or-part-time: 12h 30m

Theory classes: 1h 30m
Practical classes: 2h
Guided activities: 3h
Self study : 6h

Module 3: Buyer Behavior

Description:

The Buying Process
Process Modeling
Types of Purchases
Determinants of Buyer Behavior

Full-or-part-time: 14h

Theory classes: 1h
Practical classes: 2h
Guided activities: 2h
Self study : 9h

Module 4: Marketing Research

Description:

Information Systems
The CRM
Types of data and researches

Full-or-part-time: 13h 30m

Theory classes: 1h 30m
Practical classes: 2h
Guided activities: 3h
Self study : 7h

Module 5: The Product Life

Description:

New Product s
The Product Life Cycle

Full-or-part-time: 11h

Theory classes: 1h
Practical classes: 1h
Guided activities: 3h
Self study : 6h

Module 6: Marketing-mix

Description:

Product policy
Price policy
Promotion policy
Placement policy

Full-or-part-time: 34h

Theory classes: 1h
Practical classes: 3h
Guided activities: 5h
Self study : 25h



E-Business

Description:

Internet
E-commerce
B2B
B2C

Full-or-part-time: 15h

Theory classes: 1h
Practical classes: 2h
Guided activities: 3h
Self study : 9h

ACTIVITIES

Activity 1 THEORY

Description:

In the theory classes, teachers will introduce the theoretical basis of the concepts, methods and results and illustrate them with examples appropriate to facilitate their understanding.

Specific objectives:

Transfer the necessary knowledge for a correct interpretation of the contents, resolving doubts about the content of the course and generic skills development.

Material:

Slides and Notes
Articles and documents relating the contents
Webs and Internet address relating the contents
Available in the virtual campus

Delivery:

During some sessions, exercises will be conducted in the class, individually or in small groups.

Full-or-part-time: 84h

Theory classes: 6h
Practical classes: 10h
Guided activities: 4h
Self study: 64h

Activity 2 PRACTICAL SESSIONS

Description:

Case study and short involvement exercises.

Preparation before and after the theory sessions and attendance.

Specific objectives:

Acquire the necessary skills for a correct interpretation of the problems of the course, and their satisfactory resolution.

Preparation for the practical part of exams of the course. Development of generic skills.

Material:

Notes posted to the Atenea platform.

Instructions and terms of the project.

Delivery:

During these sessions, exercises will be conducted in class or virtually, individually or in small group.

Full-or-part-time: 9h

Practical classes: 5h

Guided activities: 2h

Self study: 2h

Activity 3 MID-SEMESTER EXAM

Description:

Individual and writing assessment about the contents of modules 1,2, 3 (and 4).

It represents 35% of the final course grade.

Full-or-part-time: 2h

Theory classes: 1h

Self study: 1h

Activity 4 MID-SEMESTER EXAM

Description:

Individual and writing assessment about the contents of modules (4), 5 and 6.

It represents 35% of the final course grade.

Full-or-part-time: 2h

Theory classes: 1h

Self study: 1h

Activity 6 Activity 2

Description:

In small groups of 2-3, students have to solve some case studies, at home or in the classroom.

Material:

Phrasing and work patterns (ATHENA)
Course Notes
Official support sites (Internet)
Textbooks recommended in the literatura

Delivery:

In each case the relevant indications will be given.
It represents 15% of the final grade

Full-or-part-time: 14h

Guided activities: 8h
Self study: 6h

Activity 5 WORK OF APPLICATION 1

Description:

In small groups of 3-4, students have to gather information from businesses and the market with the aim of applying the principles introduced in this subject.

Material:

Phrasing and work patterns (ATHENA)
Course Notes.
Official support sites (Internet)
Textbooks recommended in the literatura

Delivery:

The memory of the activity is to be delivered in digital format.
The activity will be evaluated based on: (1) a description of the business and work situations, (2) the analysis using the tools introduced in the course, and (3) the solutions.
20% of the final grade.
It represents 15% of the final grade for the course.

Full-or-part-time: 14h

Guided activities: 8h
Self study: 6h

GRADING SYSTEM

The final grade depends on the following assessment criteria:

Mid-semester exam 1, weight: 30%

Mid-semester exam 2, weight: 30%

Work of application, weight: 20%

Evaluable practices, weight: 15%

The students unable to attend the mid-semester exams, or failing it, will have the option of repeating it with the final exam. The maximum grade is 10 and will replace the grade of the partial/s only if the grade is higher

BIBLIOGRAPHY

Basic:

- Kotler, P. [et al.]. Dirección de marketing [on line]. 15a ed. México: Pearson Educación, 2016 [Consultation: 15/06/2022]. Available on: https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=6495. ISBN 9786073237000.
- Kotler, Philip; Armstrong, Gary. Fundamentos de marketing [on line]. 8a ed. México: Pearson Educación, 2008 [Consultation: 16/09/2022]. Available on: https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=6495. ISBN 9789702611868.
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