

320148 - AEM - Economic Factors and Marketing

Coordinating unit:	205 - ESEIAAT - Terrassa School of Industrial, Aerospace and Audiovisual Engineering		
Teaching unit:	732 - OE - Department of Management		
Academic year:	2019		
Degree:	BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2010). (Teaching unit Compulsory)		
ECTS credits:	6	Teaching languages:	Catalan, Spanish

Teaching staff

Coordinator: XAVIER RESA NAVARRO

Prior skills

Through the subjects studied previously in the area of economics and business management, students have acquired the knowledge of the functioning of business, its economic and institutional framework.

Degree competences to which the subject contributes

Transversal:

1. TEAMWORK - Level 3. Managing and making work groups effective. Resolving possible conflicts, valuing working with others, assessing the effectiveness of a team and presenting the final results.

Teaching methodology

Sessions: Topics will be summarized. These sessions are meant as a guide for students.

Be provided material: PPT and other formats used in exhibitions in class and additional material available on campus

Digital: Specific literature.

Activities: Problems and exercises to fix the concepts introduced in the exhibition.

Work on cases and articles: These essays will be delivered at the beginning of the class, and they will be discussed in group.

Oral presentations: Each student will carry out at least one of oral practices.

Schedule: The schedule to deliver the exercises, practical and oral presentations will be announced in the Digital Campus in the beginning of the course.

Learning objectives of the subject

- . Understand the change of paradigm in the new knowledge economy
- . Understand and develop a business plan and basic composition
- . Get practical operation and software design projects
- . Understand the concept of customer-oriented business and the market value of the company as industrial.
- . Understand the central analyzing customer purchasing behavior, buyer-seller relationships, market segmentation and target definition and positioning in the industry and know how to develop a marketing plan based on these concepts
- . Learn new marketing approach as a support tool in Organizations: digital marketing.

320148 - AEM - Economic Factors and Marketing

Study load

Total learning time: 150h	Hours large group:	45h	30.00%
	Hours medium group:	15h	10.00%
	Hours small group:	0h	0.00%
	Guided activities:	0h	0.00%
	Self study:	90h	60.00%

320148 - AEM - Economic Factors and Marketing

Content

<p>TEMA 1: The company in the knowledge economy.</p>	<p>Learning time: 10h Theory classes: 3h Practical classes: 1h Self study : 6h</p>
<p>Description: 1 - The company in the Industrial Age and the company in Informational Age. 2 - The company network models and new paradigms. 3 - Knowledge and knowledge management. 4 - The value of knowledge.</p> <p>Related activities: Reading and teamwork on society, management and exchange of knowledge. Authors Nonaka and Takeuchi, Sáez de Vacas, Castells and others.</p> <p>Specific objectives: . Understanding the social, cultural and economic changes that are occurring from the call Society and the Knowledge Economy. . Rate these changes to serve as a starting point in current business scenarios and understand at the same time, generational conflicts produced per this environment within companies.</p>	
<p>2: The company and the business plan, an overall vision for the future entrepreneur</p>	<p>Learning time: 14h Theory classes: 4h Practical classes: 2h Self study : 8h</p>
<p>Description: 1 - The new company and classical paradigms. 2 - Introduction to business plan 3 - Identification of project. 4 - The plans of the business plan, a pragmatic view: a-plan operations. b-Economic and Financial Plan: Initial Investment. Financing. Forecast Sales. Operating expenses. Treasury. Gains and losses. Balance sheet. c-HR Plan d-Investment Plan and location. e-Marketing plan (introduction). 5 - Choice of legal form of the company 6 - Design implementation schedule with software design projects</p> <p>Related activities: Practical exercises over every part of the business plan. Design practical guide that can be useful for the TFG.</p> <p>Specific objectives: Practical exercises over every part of the business plan. Design practical guide that can be useful for the TFG.</p>	

320148 - AEM - Economic Factors and Marketing

<p>TEMA 3: Marketing Plan, general aspects.</p>	<p>Learning time: 6h Theory classes: 2h Practical classes: 1h Self study : 3h</p>
<p>Description: Concept and overall design. Marketing Director, the Big Brother. Current marketing Marketing Jurassic. Industrial marketing and consumer marketing, differentiating aspects. Market research (primary and secondary sources) Strategic plan and operational plan: investigate and act.</p> <p>Related activities: Readings cases marketing and marketing mistakes. Design, execution and analysis of results of market research.</p> <p>Specific objectives: Understand the general idea of the marketing plan.</p>	
<p>TEMA 4: The strategic marketing plan.</p>	<p>Learning time: 26h Theory classes: 6h Practical classes: 4h Self study : 16h</p>
<p>Description: Internal analysis. External analysis. . Microenvironment . Macroenvironment The SWOT matrix, a starting point in the design of the objectives of the Organization.</p> <p>Related activities: Design a product or service. Market research and analysis of results. SWOT matrix design that will serve as a starting point for the next phase, the operational marketing plan.</p> <p>Specific objectives: Understanding the vision and functions of the strategic marketing plan. Learn to design the strategic marketing plan for one product or service Devised student paper. Learn fermentation first market study and analysis of results to view the efficiency of the product or service or not designed. Producing SWOT matrix based on internal and external analisis of the organization.</p>	

320148 - AEM - Economic Factors and Marketing

<p>TEMA 5: Operational marketing plan</p>	<p>Learning time: 44h Theory classes: 12h Practical classes: 8h Self study : 24h</p>
<p>Description: Marketing Mix and its different conceptions. Product. Price. Promotion - Communication: PR - Sales Force - Merchandising - Advertising. Place - Distribution.</p> <p>Related activities: Set policies of the marketing mix and product launch or service designed under item 4.</p> <p>Specific objectives: Learn to design the operational part of the marketing plan. Analyze and define specific for each P of the marketing mix actions.</p>	
<p>TEMA 6: The digital marketing plan.</p>	<p>Learning time: 50h Theory classes: 12h Practical classes: 4h Laboratory classes: 34h</p>
<p>Description:</p> <p>A new conception of the marketing plan or simply a new stage?. Reflection. B2B, B2C and B2A, where can locate?. Current trends in digital marketing. <ul style="list-style-type: none"> . Social Networks . files . Mobile The gap of digital marketing. Guide to develop a digital marketing plan. Strategies - digital marketing best practices.</p> <p>Related activities: Practical actions launch the product or service designed above: Using social networks; content management; mobile environment.</p> <p>Specific objectives: Apply knowledge of digital marketing environments. Knowing the trends of digital marketing. To take advantage of the possibilities offered by digital environments for the marketing manager. Knowing the different sources of information to research and achieve more knowledge regarding digital marketing.</p>	

320148 - AEM - Economic Factors and Marketing

Qualification system

- A. Written exams: A written test of individual evaluation: It will consist of a short part or type test, and another of open questions of development and / or practical exercises.
- B. Practices in groups of 4 students: a) Design, execution and analysis of the results of a market research (primary and secondary sources) necessary to address the marketing plan of section b b) Oral and written presentation Of an entire marketing plan applied to a real product.
- C. Participation: Contributions and attendance to classes and practices
- Final grade = Written exam (15%) + Internship (15% Research + 60% marketing plan) + Participation and attendance (10%)

The unsatisfactory results of each of the evaluation tests (examination, marketing plan and commercial research) can be redirected by performing complementary work to be delivered based on the improvement of the first one (for the marketing plan and the research of Markets) and an entrepreneurial theme (in the case of the exam). All this, within the next 8 days know the note to redirect. These improvements can be accessed by all students with a grade lower than 5 and the maximum grade that can be accessed will be a 6. The grade obtained by the application of the renewal will replace the initial grade as long as it is higher.

For those students who meet the requirements and submit to the reevaluation examination, the grade of the reevaluation exam will replace the grades of all the on-site written evaluation acts (tests, midterm and final exams) and the grades obtained during the course for lab practices, works, projects and presentations will be kept.

If the final grade after reevaluation is lower than 5.0, it will replace the initial one only if it is higher. If the final grade after reevaluation is greater or equal to 5.0, the final grade of the subject will be pass 5.0.

Regulations for carrying out activities

It will be published at the beginning of the course in Campus Atenea.

Bibliography