Degree competences to which the subject contributes

Specific:
2. Applying to the analysis of problems, professional criteria based on the application of advanced techniques and tools.
3. Designing and leading global management projects or projects of functional areas of the company.
4. Producing consulting reports about specific situations of companies and markets.
5. Undertaking and leading business initiatives.
6. Identifying, analysing and administering the sources of information and their contents relevant for the company.
7. Getting integrated in any functional area of the company and/or Organization and developing professionally any management task assigned.

General:
1. TEAMWORK AND PEOPLE DEVELOPMENT_N1. Being able to work as a member of an interdisciplinary team either as a standard member or undertaking management and people development tasks with the aim of contributing to carrying out projects with pragmatism and sense of responsibility, and taking on commitments bearing in mind the available resources.

Teaching methodology

· Students must study of the chapters from the reference manual.
· Lectures by the professor of the contents of the course with the students' participation.
· Resolution of the exercises and cases by the students.
· Individual presentation of the resolution of exercises and cases by the students.
· Resolution of exercises and cases in class.
· Explanation of doubts of exercises and cases for the following class session.

Learning objectives of the subject

· Being able to identify the key elements of a marketing strategy oriented to customers and to analyze the different orientations or philosophies of marketing management that guide marketing strategy.
· Being able to analyze the management of customer relationship and identify the strategies to create value for customers in order to obtain customer value in exchange.
· Being able to describe the main trends and forces that are changing the marketing outlook in a new era of relationships.
· Being able to describe the elements of a marketing strategy and the forces that may influence.
· Being able to know the role of a marketing manager.
· Being able to explain how the changes in the demographic and economic environment may have an effect in marketing decision making.
- Being able to analyze how companies may react in the marketing environment.
- Being able to understand the relevance of information to understand the market and the customers.
- Being able to define an information system of marketing and analyze the different parts.
- Being able to plan the steps in the process of marketing research.
- Being able to explain how companies analyze and use information.
- Being able to understand the consumer market and the main factors that may have an influence on the consumer purchase behaviour.
- Being able to identify and analyze the stages of the purchase decision process.
- Being able to define the business market and identify the main factors that may influence on the purchase behavior of the business buyer.
- Being able to define the main steps in the design of a marketing strategy oriented to the customer: segmentation, target market selection, differentiation and positioning.
- Being able to analyze how companies differ and position their products of high competitive advantage.

### Study load

<table>
<thead>
<tr>
<th>Total learning time: 150h</th>
<th>Hours large group: 0h</th>
<th>0.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hours medium group:</td>
<td>56h</td>
<td>37.33%</td>
</tr>
<tr>
<td>Hours small group:</td>
<td>0h</td>
<td>0.00%</td>
</tr>
<tr>
<td>Guided activities:</td>
<td>0h</td>
<td>0.00%</td>
</tr>
<tr>
<td>Self study:</td>
<td>94h</td>
<td>62.67%</td>
</tr>
</tbody>
</table>
## Content

<table>
<thead>
<tr>
<th>Chapter 1. Generation and Capture of Customer Value</th>
<th>Learning time: 25h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Practical classes: 4h</td>
</tr>
<tr>
<td>- What is Marketing?</td>
<td>Guided activities: 10h 30m</td>
</tr>
<tr>
<td>- Market understanding and the customer needs</td>
<td>Self study : 10h 30m</td>
</tr>
<tr>
<td>- Design of a customer-oriented marketing strategy</td>
<td></td>
</tr>
<tr>
<td>- Customer Relationship Management (CRM)</td>
<td></td>
</tr>
<tr>
<td>- Value Capture</td>
<td></td>
</tr>
<tr>
<td>- The Changing outlook of marketing</td>
<td></td>
</tr>
</tbody>
</table>

**Related activities:**
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.

<table>
<thead>
<tr>
<th>Chapter 2. The Marketing Strategy and the Company</th>
<th>Learning time: 25h</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Description:</strong></td>
<td>Practical classes: 4h</td>
</tr>
<tr>
<td>- Company strategic plan: definition of the role of</td>
<td>Guided activities: 10h 30m</td>
</tr>
<tr>
<td>marketing</td>
<td>Self study : 10h 30m</td>
</tr>
<tr>
<td>- Design of the business portfolio</td>
<td></td>
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<tr>
<td>- Creating associations with other departments of</td>
<td></td>
</tr>
<tr>
<td>the company</td>
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</tr>
<tr>
<td>- Strategy and Marketing Mix</td>
<td></td>
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<tr>
<td>- Management of the marketing effort</td>
<td></td>
</tr>
<tr>
<td>- Measurement and management of the marketing</td>
<td></td>
</tr>
<tr>
<td>investment profitability</td>
<td></td>
</tr>
</tbody>
</table>

**Related activities:**
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.
### Chapter 3. Analysis of Marketing Environment

**Description:**
- Microenvironment
- Macroenvironment
- Response to marketing environment

**Related activities:**
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.

<table>
<thead>
<tr>
<th>Learning time:</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Practical classes:</td>
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</tr>
<tr>
<td>Guided activities:</td>
<td>10h 30m</td>
</tr>
<tr>
<td>Self study:</td>
<td>10h 30m</td>
</tr>
</tbody>
</table>

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### Chapter 4. Marketing Information Management

**in order to know the customer**

**Description:**
- Information and the Customer point of view
- Information development
- Market research
- Analysis and use of information

**Related activities:**
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.

<table>
<thead>
<tr>
<th>Learning time:</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Practical classes:</td>
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<tr>
<td>Guided activities:</td>
<td>10h 30m</td>
</tr>
<tr>
<td>Self study:</td>
<td>10h 30m</td>
</tr>
</tbody>
</table>
### Chapter 5. Understanding consumer and company buying behaviour

**Learning time:** 25h  
Practical classes: 4h  
Guided activities: 10h 30m  
Self study: 10h 30m

**Description:**  
- Consumer markets and buying behaviour  
- The Purchase decision process  
- Business markets and business buyer behaviour

**Related activities:**  
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.

### Chapter 6. Marketing Strategies Driven by the customer: The value creation process

**Learning time:** 25h  
Practical classes: 4h  
Guided activities: 10h 30m  
Self study: 10h 30m

**Description:**  
- Market Segmentation  
- Selection of an target market  
- Differentiation and positioning

**Related activities:**  
The related activities are detailed in the "schedule of activities" published in the Athena platform for students to consult.
Qualification system

Final exam (60%)
Continuous assessment (40%)

The final grade for the course (FQ) is calculated from the following formula:

FQ Mark = 60% Final Exam + Continuous assessment mark 40%

Minimum mark Final Exam 40 points out of 100

The course is passed with a FQ equal or above 50 out of 100

Generic skills are evaluated from the activities undertaken throughout the course and are considered passed if the student gets a score equal to or higher than 3 on the assessment rubric.

Regulations for carrying out activities

A minimum mark of 40 out of 100 is required in the final exam to be able to average with the coursework mark, otherwise the final course mark will be a fail

Bibliography

Basic: