220553 - Marketing Management

Coordinating unit: 205 - ESEIAAT - Terrassa School of Industrial, Aerospace and Audiovisual Engineering
Teaching unit: 732 - OE - Department of Management
Academic year: 2018
Degree: MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2012). (Teaching unit Compulsory)
ECTS credits: 5
Teaching languages: Catalan, Spanish, English

Teaching staff
Coordinator: ANNA SOLANS FILELLA

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.

General:
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).
220553 - Marketing Management

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

<table>
<thead>
<tr>
<th>Total learning time: 125h</th>
<th>Hours large group: 8h 6.40%</th>
<th>Hours medium group: 15h 12.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Guided activities: 22h 17.60%</td>
<td>Self study: 80h 64.00%</td>
<td></td>
</tr>
</tbody>
</table>
# Content

<table>
<thead>
<tr>
<th>Module 1: Introduction</th>
<th>Learning time: 26h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 5h</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 3h</td>
</tr>
<tr>
<td></td>
<td>Self study: 18h</td>
</tr>
</tbody>
</table>

**Description:**
- Essential concepts
- Marketing Planning
- The SWOT analysis

<table>
<thead>
<tr>
<th>Module 2: Market segmentation</th>
<th>Learning time: 11h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 3h</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 2h</td>
</tr>
<tr>
<td></td>
<td>Self study: 6h</td>
</tr>
</tbody>
</table>

**Description:**
- What is segmentation?
- Segmentation process
- Segmentation's factors
- Targeting

<table>
<thead>
<tr>
<th>Module 3: Buyer Behavior</th>
<th>Learning time: 15h</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Theory classes: 4h</td>
</tr>
<tr>
<td></td>
<td>Practical classes: 2h</td>
</tr>
<tr>
<td></td>
<td>Self study: 9h</td>
</tr>
</tbody>
</table>

**Description:**
- The Buying Process
- Process Modeling
- Types of Purchases
- Determinants of Buyer Behavior
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.
Bibliography

**Basic:**

Nou llibre.