

Course guide

320148 - AEM - Economic Factors and Marketing

Last modified: 11/04/2025

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

Degree: BACHELOR'S DEGREE IN INDUSTRIAL DESIGN AND PRODUCT DEVELOPMENT ENGINEERING (Syllabus 2010). (Compulsory subject).

Academic year: 2025 **ECTS Credits:** 6.0 **Languages:** Catalan, Spanish

LECTURER

Coordinating lecturer: XAVIER RESA NAVARRO

Others:

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

Specific:

CED24-DIDP. Ability to design taking into account the company's corporate image and its reflection in the product. (Common module to the industrial branch - Specific technology module: industrial design).

CED25-DIDP. Ability to make decisions related to the corporate image of the product and company. (Common module for the industrial branch - Specific technology module: industrial design).

CED26-DIDP. Knowledge of positioning and segmentation. (Common module for the industrial branch - Specific technology module: industrial design)

Transversal:

CT01 N2. Entrepreneurship and innovation - Level 2. Taking initiatives that give rise to opportunities and to new products and solutions, doing so with a vision of process implementation and market understanding, and involving others in projects that have to be carried out.

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: Design Marketing Plan for launch a product or service. Sequential learning of the different phases of which this plan consists and practical application to the selected product or service. Design of the forecast profit and loss account and calculation of the break-even point

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 marketing 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.

STUDY LOAD

Type	Hours	Percentage
Hours large group	45,0	30.00
Hours medium group	15,0	10.00
Self study	90,0	60.00

Total learning time: 150 h

CONTENTS

TEMA 1: The company in the knowledge economy.

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.

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.

Related activities:

Task #1: Reading and teamwork on society, management and exchange of knowledge. Authors Nonaka & Takeuchi, Sáez de Vacas, Castells and others.

Full-or-part-time: 6h

Theory classes: 2h

Practical classes: 1h

Self study : 3h

2: The company and the business plan, an overall vision for the future entrepreneur

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

Specific objectives:

Obtain an overview of the parts of which a business plan must consist.
Know the raison d'être and importance of the business plan.

Related activities:

Practical exercises on each part of the business plan. Practical design guide that can be useful for the TFG.
Project design with Project Libre
Practice 4 (will be delivered at the end of the course as an appendix to the final work): Based on your marketing plan that you will develop throughout the course, you must:

- 1- The calculation of the break even point
- 2- The forecast income statement

Full-or-part-time: 10h

Theory classes: 4h
Practical classes: 1h
Self study : 5h

TEMA 3: Marketing Plan: global vision research phase

Description:

Concept and overall design.
Marketing Director, the Big Brother.
Current marketing Marketing Jurassic.
Industrial marketing and consumer marketing, differentiating aspects.
Research phase, market research: primary and secondary sources. Research strategies and reliable sources

Specific objectives:

Have an overview of a marketing plan
Know how to do a market research based on the search for information using primary and secondary sources

Related activities:

Readings cases marketing and marketing mistakes.
Creation of work groups (4 students) and selection of the product or service for which their marketing plan will be developed throughout the course.
Task #2: Design, execution and analysis of results of market research.

Full-or-part-time: 6h

Theory classes: 2h
Practical classes: 1h
Self study : 3h

Topic 4: The marketing plan. Analytical phase.

Description:

INTERNAL ANALYSIS

The definition and importance of the mission, vision and values.

The Porter Value Chain, a classic tool for analyzing the organizations of the Industrial Age.

EXTERNAL ANALYSIS

Microenvironment analysis

Macroenvironment Analysis - PESTEL

Reflections on the importance of each factor of the PESTEL

Stakeholders: analysis and conflicts of interest

The SWOT matrix (I), a view of the organization and its environment.

Specific objectives:

Obtain a holistic view of our organization through its internal and external analysis

Learn to correctly define the mission, vision and values of an organization

Know the interests of an organization, its interests and the conflicts that may arise in the defense of each of these interests

Know how to define the SWOT matrix while avoiding confusion between internal and external concepts (very common)

Give a global vision to address the next phase: the strategic

Related activities:

Task #3a - Analytical phase applied to the analysis of the chosen organization.

Full-or-part-time: 11h

Theory classes: 5h

Practical classes: 2h

Self study : 4h

TEMA 5: The marketing plan. Strategic phase

Description:

The SWOT matrix (II), a starting point in the design of the objectives of the Organization.

Real analysis and application to our organization of positioning strategies, growth, etc. : ANSOFF, PORTER, KOTLER ...

Designing strategies for our company.

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.

Design strategies for positioning, growth, etc., given by renowned authors: Kotler, Porter and Ansoff.

Related activities:

Task #3b: Design and delivery of the strategic part of the marketing plan of the product or service being developed. Delivery will be along with the 3a

Full-or-part-time: 11h

Theory classes: 4h

Practical classes: 2h

Self study : 5h

TEMA 6: The marketing plan. Operational or tactical phase. Part I

Description:

Marketing Mix and its different conceptions.

Product.

Price.

Promotion - Communication: PR - Sales Force - Merchandising - Advertising.

The 3 P's of "Extended" Marketing: People, Processes, and Physical Evidence.

Placement - Distribution.

Specific objectives:

Learn to design the operational part of the marketing plan.

Analyze and define specific for each P of the marketing mix actions applied to your product or service.

Related activities:

Set policies of the marketing mix and product launch or service. Part I

Full-or-part-time: 38h

Theory classes: 12h

Practical classes: 2h

Self study : 24h

TEMA 7: The marketing plan. Operational or tactical phase. Part II

Description:

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.

- . Social Networks

- . files

- . Mobile

The gap of digital marketing.

Guide to develop a digital marketing plan.

Strategies - digital marketing best practices.

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.

Related activities:

Practical actions launch the product or service designed above: Using social networks; content management; mobile environment.

Full-or-part-time: 54h

Theory classes: 12h

Practical classes: 2h

Self study : 40h

TEMA 8: Phase of launch and control

Description:

Launch and control phase

Metrics and KPIs.

Creating scenarios and corrective actions

Specific objectives:

Design a series of metrics and KPIs that respond and control the actions to be carried out of the strategic and operational actions of the marketing plan.

Design corrective actions based on the interpretation and analysis of metrics and KPIs.

Launch project design (Project Libre)

Related activities:

Include in the marketing plan the control phase with its metrics, KPIs and the results obtained.

Full-or-part-time: 10h

Theory classes: 3h

Practical classes: 2h

Self study : 5h

SUBJECT 9: The final review and the presentation of the plan of marketing.

Description:

Guidelines to be considered for the presentation of the marketing plan to potential investors.

Specific objectives:

Learn how to defend a marketing plan to investors.

Related activities:

Learn how to defend a marketing plan to investors.

Full-or-part-time: 4h

Theory classes: 2h

Practical classes: 2h



GRADING 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

15% FINAL PRESENTATION

10% TEST EXAM

12% Market research

15% Analytical Plan and Strategic Plan

35% Mk Plan + Digital Mk - operational plan

8% Control measures, KPIs

5% Economic-financial plan

10% Conclusions + new lines of research / business

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.

EXAMINATION RULES.

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