

## Grado en Administración y Dirección de Empresas 27321 - Marketing management I

Course 2015 - 2016

Curso: 3, Semestre: 1, Créditos: 6.0

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### Basic information

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#### Recommendations to attend this course

The student should have passed the obligatory first and second level courses in marketing (Principles of Marketing and Introduction to Marketing Research). It is recommended that student attend and participate in all theoretical and practical classes in order to obtain the maximum benefit from the course.

#### Course Schedule and Deadlines

The classes will be given in the first semester of the third academic year in accordance with the calendar set by the university and the timetable established by the faculty.

Key dates will be communicated in class. The dates of the final exams will be available to the students on the Faculty of Economics web page.

On the Anillo Digital Docente (ADD), the e-learning platform, the student will find the necessary teaching materials (case studies, readings, exercises and web pages of businesses and institutions, etc.).

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## Home

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### Learning outcomes that define this course

**The student, in order to pass the course, will have to show her/his competence in the following skills:**

- 1:** Assess the management of the marketing functions in a company and in society
- 2:** Develop the organizational planning from a strategic approach
- 3:** Identify, analyse and evaluate environmental information
- 4:** Identify the potential market of a firm
- 5:** Solve problems regarding demand forecasting in a company.
- 6:** Identify key marketing strategies for the success of the company

### Introduction

#### Brief presentation of the course

After an introduction of (= introducing) the basic aspects of marketing, this course will include a focus on strategic planning and current proposals regarding customer orientation. In order to achieve marketing success it is important to explore the needs and wishes of customers both current and potential. In this way, businesses will be better able to satisfy their customers more effectively than the competition. Consequently, the course will be divided into two parts, the first focused on the process of marketing and the second on marketing analysis.

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### Competences

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#### General aims of the course

##### The expected results of the course respond to the following general aims

The general objective of this course is to transmit the importance of focusing on strategic planning in marketing, emphasizing customer satisfaction through quality and the delivery of value. The student will learn the necessary tools to obtain profitability through customer retention.

#### Context/Importance of the course for the master degree

Marketing Management I is an obligatory subject contained in "Marketing and Market Research" module. The subject is taught in the first semester of the third year of ADEI.

This subject extends the contents of the obligatory subjects "Marketing Principles" and "Introduction to Marketing Research". In the fourth year, the students will be able to choose two optional subjects: "Marketing Management II" and "Marketing Decisions".

### **After completing the course, the student will be competent in the following skills:**

#### **1:**

Specific competencies

- Managing, directing and administrating businesses and other organizations.
- Knowing the functions of every working area in an organization and carrying out any management task
- Writing and presenting assessment reports about particular situations of markets, sectors, organizations and their functional areas.

#### **2:**

Transversal competencies

- Capability to solve problems.
- Capability to apply knowledge in practical situations.
- Capability to work in a team.

### **Relevance of the skills acquired in the course**

Today due to the greater competitive intensity in the markets and decreasing consumption, businesses have to retain their customers in order to obtain maximum profitability. Businesses have to know and understand their customers and develop collaborative relationships with their partners. This subject will help students to be better positioned to enter the labour market. The practical component of the subject will enable the students to develop their reflective and creative capacities.

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## **Evaluation**

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### **Assessment tasks**

**The student will prove that he/she has achieved the expected learning results by means of the following assessment tasks:**

#### **1:**

##### **Global assessment test**

This has two parts:

- Written test: consisting of a series of theoretical and practical questions about topics that have been discussed in the sessions of the course. It represents 80% of the final mark. It will be held on the official dates established by the faculty at the beginning of the course.
- Written project. Each student has to prepare a written project dealing with the application of the theoretical and the practical content of the subject to a particular organization. The project has to be submitted to the instructors by email. The deadline to submit this project will be announced during the first sessions of the course. This project makes up the remaining 20% of the final mark.

In order to pass the subject, **the total score of these two parts must be over 5 points** out of ten. The **mark obtained in the written test must be more than 3.75 points** out of ten. If the mark of the written test is below this threshold, the mark of the written project will not be considered in the final mark.

The students who have submitted the written project may opt, both in the first and the second sittings, either to maintain the mark obtained for this written project (up to 2 points) and to take the exam for the remaining 80% or to renounce this mark and to take an exam for the 10 points.

Students that have not submitted the written project will also have to take the exam for the 10 points and their mark must be equal to or higher than 5 to pass the exam.

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## Activities and resources

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### Course methodology

**The learning process that has been designed for this course is based on the following activities:**

The learning process designed for this subject is based on a combination of:

- Theory and practice sessions
- Information search in different sources
- Oral presentations
- Problem solving
- Case studies
- Teamwork

### Outline of the Programme

**The programme offered to the students to help them achieve the learning results includes the following activities :**

- 1:**
  - Theoretical lectures to introduce the contents and real examples of general aspects of marketing, relational marketing strategies, strategic marketing planning, environmental analysis, market research and demand forecasting
- 2:**
  - Problem-solving sessions and oral presentations, individually and/or in teams
- 3:**
  - Seminars and tutorials
- 4:**
  - Evaluation activities
- 5:**
  - Independent work: including activities dealing with the theoretical and practical contents of the subject, problem solving, individual and teamwork tasks, information search and analysis.

**6:**  
**Syllabus**

UNIT 1.- CURRENT ROLE OF MARKETING

- 1.1. Content and scope of Marketing.
- 1.2. Marketing in the company and in society
- 1.3. Current trends in Marketing

## UNIT 2.- CUSTOMER SATISFACTION AND VALUE CREATION

- 2.1. Customer satisfaction
- 2.2. Relationship marketing
- 2.3. Customer Relationship Management
- 2.4. Marketing management in total quality systems.

## TEMA 3.- STRATEGIC PLANNING

- 3.1.- Nature of high performance firms.
- 3.2.- Corporate strategic planning.
- 3.3.- Strategic planning in business units.

## TEMA 4.- MARKETING ENVIRONMENT

- 4.1.- Micro-environment.
- 4.2.- Macro-environment

## TEMA 5.- BASIC CONCEPTS IN DEMAND FORECASTING

- 5.1. Concept and determining factors of demand
- 5.2. Elasticity
- 5.3 Demand forecasting methods.
- 5.4. Types of markets: potential markets.

## Course planning

### Calendar of actual sessions and presentation of works

The planning and timetable of the lectures and practical classes will be announced in class and through the ADD.

## Bibliographic references of the recommended readings

### Facultad de Empresa y Gestión Pública

- Kotler, Philip. Dirección de marketing / Philip Kotler, Kevin Lane Keller ; traducción, María Astrid Mues Zepeda, Mónica Martínez Gay ; adaptación y revisión técnica, María de la Luz Eloísa Ascanio Rivera ; revisión técnica, Miguel Hernández Espallardo, Enrique Carlos Bianchi . - 14ª ed. Naucalpan de Juárez (México): Pearson Educación de México , 2012
- Kotler, Philip. Marketing 3.0 / Philip Kotler, Hermawan Kartajaya, Iwan Setiawan ; [traducción Ana Lafuente y María de Ancos]. 3ª ed. Madrid [etc.]: LID, 2013
- Kotler, Philip. Marketing management / Philip Kotler, Kevin Lane Keller . 15a. ed. Harlow : Pearson Education, 2016
- Lambin, Jean-Jacques. Marketing estratégico / Jean Jacques Lambin ; [traducción Mark Cedillo ; revisión técnica Jaime Rivera] . Pozuelo de Alarcón (Madrid) : Esic, 2003
- San Martín Gutiérrez, Sonia. Prácticas de marketing : ejercicios y supuestos / Sonia San Martín . Pozuelo de Alarcón (Madrid) : Esic, 2008
- Santesmases Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santesmases Mestre . 6ª ed. Madrid : Pirámide, 2012

## **Facultad de Economía y Empresa**

- Kotler, Philip. Dirección de marketing / Philip Kotler, Kevin Lane Keller ; traducción, María Astrid Mues Zepeda, Mónica Martínez Gay ; adaptación y revisión técnica, María de la Luz Eloísa Ascanio Rivera ; revisión técnica, Miguel Hernández Espallardo, Enrique Carlos Bianchi . 14ª ed. Naucalpan de Juárez (México): Pearson Educación de México, 2012
- Kotler, Philip. Marketing 3.0 / Philip Kotler, Hermawan Kartajaya, Iwan Setiawan ; [traducción Ana Lafuente y María de Ancos] . 3ª ed. Madrid : LID, 2013
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- Santesmases Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santesmases Mestre . - 6ª ed. Madrid : Pirámide, 2012

## **Facultad de Ciencias Sociales y Humanas**

- Kotler, Philip. Dirección de marketing / Philip Kotler, Kevin Lane Keller ; traducción, María Astrid Mues Zepeda, Mónica Martínez Gay ; adaptación y revisión técnica, María de la Luz Eloísa Ascanio Rivera ; revisión técnica, Miguel Hernández Espallardo, Enrique Carlos Bianchi . - 14ª ed. Naucalpan de Juárez (México): Pearson Educación de México , 2012
- Lambin, Jean-Jacques. Marketing estratégico / Jean Jacques Lambin ; [traducción Mark Cedillo ; revisión técnica Jaime Rivera] Pozuelo de Alarcón (Madrid) : Esic, 2003
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