

27321 - Marketing Management I

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
Degree	454 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management
ECTS	6.0
Course	3
Period	First semester
Subject Type	Compulsory
Module	---

1.Basic info

1.1.Recommendations to take 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.

1.2.Activities and key dates for the course

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.).

2.Initiation

2.1.Learning outcomes that define the subject

Assess the management of the marketing functions in a company and in society

Develop the organizational planning from a strategic approach

Identify, analyse and evaluate environmental information

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Identify the potential market of a firm

Solve problems regarding demand forecasting in a company.

Identify key marketing strategies for the success of the company

2.2.Introduction

After 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.

3.Context and competences

3.1.Goals

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.

3.2.Context and meaning of the subject in the 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".

3.3.Competences

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.

Transversal competencies

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

3.4.Importance of learning outcomes

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

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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.

4.Evaluation

The evaluation system in this subject is GLOBAL, and it consists of the following activities:

- Written test: consisting of a series of theoretical and practical questions about topics that have been discussed in the sessions of the course. This test will be evaluated from 0 to 8 points. It represents 80% of the final mark. Student must obtain a mark in this test that is, at least **3.5 points** (equal to or higher than 3,5 points) out of the 8 maximum points.
- Practical activities . Each student has to prepare a series of practical activities throughout the semester. These activities refer to the application of the theoretical and the practical content of the subject. All these activities makes up the remaining 20% of the final mark.

In order to pass the course, **the total score of these two parts must be over 5 points** out of ten (8 points + 2). If the mark of the written test is below the 3.5 points threshold required for the written test, the mark of the practical activities will not be considered in the final mark.

The students who have made the practical activities may opt, both in the first and the second sittings, either to maintain the mark obtained in their practical activities (up to 2 points) and to take the exam for the remaining 80% or to renounce this mark. The exam may include open questions, questions to be developed, practical cases and/or exercises.

Those students renouncing to the mark obtained in the practical activities will make the same written test as those students that don't renounce to them, plus one or two additional questions (open questions, questions to be developed, practical cases and/or exercises) that will be marked up to the remaining 2 points. This system will be also applied to those students that hadn't made the practical activities. In both cases (written test only), their mark must be equal to or higher than 5 out of 10 points to pass the exam.

5.Activities and resources

5.1.General methodological presentation

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

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5.2. Learning activities

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

- 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
- Problem-solving sessions and oral presentations, individually and/or in teams
- Seminars and tutorials
- Evaluation activities
- Independent work: including activities dealing with the theoretical and practical contents of the subject, problem solving, individual and teamwork tasks, information search and analysis.

5.3. Program

UNIT 1.- CURRENT ROLE OF MARKETING

1.1. Marketing in the company and in society

1.2. Current trends in Marketing

UNIT 2.- CUSTOMER SATISFACTION AND VALUE CREATION

2.1. Customer value

2.2. Customer satisfaction

2.3. Customer Relationship Management

UNIT 3.- Marketing environment

3.1.- Conceptualization

3.2.- Macro-environment

3.3.- Micro-environment

3.4.- Environmental analysis

UNIT 4.- Strategic planning

4.1.- Basic concepts

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4.2.- Corporate Strategic planning

UNIT 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: market potential.

5.4.Planning and scheduling

The planning and timetable of the lectures and practical activities will be announced in class and through the ADD. The written test will be held on the official dates established by the faculty at the beginning of the course.

5.5.Bibliography and recommended resources

UPDATED BIBLIOGRAPHY IS AVAILABLE THROUGH THE WEBSITE OF THE LIBRARY:

<http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>