

27440 - Marketing Tools

Syllabus Information

Academic Year: 2019/20

Subject: 27440 - Marketing Tools

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 417 - Degree in Economics

ECTS: 5.0

Year: 4

Semester: First semester

Subject Type: Optional

Module: ---

1.General information

1.1.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The teaching methodology of the theoretical classes is based on lectures. They introduce the main theoretical concepts together with current examples which facilitate the comprehension of these concepts as well as the student's participation.

The practical classes are participative, so that the student takes a lead role in the process of teaching and learning. Thus, leaning on the knowledge acquired in the theoretical classes, the student will have to analyse and discuss the materials provided by the teacher.

Through tutorials and seminars, the teacher will clarify any doubts that may arise when students are trying to perform the proposed assignments.

Personal work done by the students, individually and in teams, is essential for the achievement of the learning objectives. It is necessary that students' work will focus on the preparation of the written test, reading of supplementary materials, resolution of exercises, resolution of practical cases and development of practical assignments.

4.2.Learning tasks

The learning activities will be developed in the theoretical and practical classes:

In the theoretical classes, the teacher will present the key concepts of the course, which are structured in units. The teacher will make a formal presentation of the respective unit that the student will have to understand and

enhance through the resources recommended. The teacher will provide students, through the ADD, with teaching materials to help follow the theoretical explanations. This material is a summary of the most important aspects of the course, and it is a support element that never substitutes the content seen in class. In this regard, in order to strengthen the acquired knowledge as well as practical examples it is highly recommended class attendance. It is expected to have participatory classes in which doubts are resolved and discussion may arise. The topics to be discussed are those shown in the syllabus.

In the practical classes, students will work with various resources related to the topics of the course. These resources will be made available through the ADD and the faculty photocopy service. During these classes, there will be resolution of exercises, analysis of readings and news, resolution and discussion of cases, monitoring of assignments and performance of the written test. It is recommended that students attend these classes after reading the material information. It is intended to encourage participation and discussion among students.

Through tutorials, the students' doubts will be addressed.

4.3.Syllabus

UNIT 1. MARKETING MANAGEMENT

- 1.1 Marketing definitions
- 1.2 Basic marketing concepts
- 1.3 Marketing management in organisations

UNIT 2. MARKETING RESEARCH

- 2.1 Concept and applications
- 2.2 The marketing research process
- 2.3 Design of marketing research
- 2.4 Questionnaire design

UNIT 3. PRODUCT DECISIONS

- 3.1 Concept and types of products
- 3.2 Product attributes
- 3.3 Brand strategy
- 3.4 Product life cycle
- 3.5 New product development

UNIT 4. PRICE DECISIONS

- 4.1 The role of price in a marketing strategy
- 4.2 Pricing techniques
- 4.3 Pricing strategies

UNIT 5. PLACE DECISIONS

- 5.1 The place variable in the marketing strategy
- 5.2 Distribution channels
- 5.3 Commercial formats
- 5.4 General trends in retailing

UNIT 6. PROMOTION AND COMMUNICATION DECISIONS

- 6.1 Concept and functions of marketing communications
- 6.2 The planning process of marketing communications
- 6.3 Marketing communication tools

UNIT 7. NON-PROFIT MARKETING

- 7.1 Extension of the marketing concept
- 7.2 Public and non-lucrative marketing
- 7.3 Social marketing
- 7.4 Political marketing

4.4.Course planning and calendar

The class schedule, including the dates of all activities to be performed, will be made available through the ADD and the faculty photocopy service. Any modifications of the scheduled dates will be communicated by the teacher through the ADD.

4.5. Bibliography and recommended resources

The bibliographic references of the course are kept updated and may be consulted on the Library website.