

## TEACHING GUIDE

Course Information	
Full name	Marketing Management
Code	
Degree	<a href="#">Master in International Management</a>
Taught in	Advantere School of Management
Level	Postgraduate Official Master's Degree
Term	Quaterly (second quarter)
Credits	3,0 ECTS
Type	Mandatory
Person in charge	Jaime Castello
Official hours	Continuous availability via email

Professor information	
Professor	
Name	Javier Morales Mediano
Office	Continuous availability via email
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**SPECIFIC COURSE INFORMATION**

**Course contextualization**

**Contribution to the professional profile of the degree**

In business training it is very important to know the different areas that usually exist in the company and how each one works. Once the different variables that must be used are known, the aim of this subject is to work on its application and implementation within the organization. The final purpose is for the student to be able to propose a strategic Marketing plan and implement it.

## Competences - Objectives

### Competences

#### GENERAL

<b>CG01</b>	Cognitive skills of analysis and synthesis applied to global business situations and international organizational management issues.
<b>CG02</b>	Information and data management as key elements for decision making and the identification, formulation and resolution of business problems.
<b>CG03</b>	Project-based learning: Ability to develop and execute group projects in their different phases based on real situations, proposing real solutions and making all interactions with the team, clients and any other participant efficient.
<b>CG05</b>	Ethical commitment in the application of universal moral values and of the organization in the face of ethical dilemmas and corporate social responsibility, with special sensitivity to international diversity.
<b>CG06</b>	Time management capacity with the aim of improving personal and team effectiveness within the framework of business organizations, their environment and their management.
<b>CG08</b>	Recognition as global citizens, who value diversity and intercultural dialogue as a source of human enrichment.

#### ESPECIFIC

<b>CE09</b>	Knowledge and understanding of the singularities of global marketing, as well as the differences in the application of marketing strategies and tools when acting in multicultural environments or aspiring to a global consumer.
<b>CE10</b>	Ability to identify and understand the most current dynamics and practices in the management of global companies, applying them to real situations where appropriate.

## THEMES AND CONTENT

### Block 1: Introduction to marketing

The function of marketing  
Purpose of Marketing Management  
Differences between operational marketing and strategic marketing

### Block 2: Definition of the product/market

Market categorization (product, category, consumption occasion, technology, etc.)  
Market dimensioning (volume and value)  
Product/market pair

### Block 3: Analysis of brands and competitors

Competitor profile (brands and presence)  
Benchmarking  
Matrix analysis (competitiveness vs. attractiveness)

### Block 4: Segmentation, targeting and positioning

Market segmentation  
Segment validation  
Target definition  
Positioning analysis and mapping

### Block 5: Introduction to the 4 Ps

El marketing mix

- Product
- Price
- Distribution
- Promotion

## TEACHING METHODOLOGY

## General methodological course aspects

The Marketing Management course is developed with a methodology whose main element is PBL (Project Based learning) where students learn the subject by facing the real challenge of studying the marketing strategy of a product already implemented in the Spanish market. Likewise, the PBL is reinforced by:

- Interactive type "Pills" on the different theoretical and academic aspects necessary to solve said business challenge.
- Business cases that deal with problems similar to the proposed challenge.
- Master classes by professionals of recognized prestige in their sector.
- Supervised teamwork (personalized and team)

## Presential Methodology: Activities

### Presential Methodology: Activities / Competences

1. PBL – supervised workshops / CG01, CG02, CG03,CG05, CG06, CG08.
2. Interactive type "Pills". / CG01, CG02
3. Business cases / CG01, CG02, CG03,CG05, CG06, CG08.
4. Master Classes . / CG01, CG02
5. Carrying out tests and exams / CG01, CG02, CG03,CG05, CG06, CG08.

## Non-presential Methodology: Activities

### Non presential Methodology: Activities / Competences

1. Preparation of PBL workshops / CG01, CG02, CG03,CG05, CG06, CG08
2. Case analysis / CG01, CG02, CG03,CG05, CG06, CG08
3. Personal study of the subject / CG01, CG02, CG03,CG05, CG06, CG08

**SUMMARY OF STUDENT WORK HOURS**

PRESENTIAL HOURS			
<p>Lectures and activation: Lessons of an expository nature in which the main topics are presented in a clear, structured and interactive way and in which room is left for the students to reflect, "activate" the ideas presented through questions</p>	<p>Case study, in small groups, students respond to a real or simulated professional problem in a practical case. The best solution is discussed and the presentation and defense of the findings that have been made are valued. New technologies can be part of the methodological process</p>	<p>Cooperative work of students who, in small groups, are given a task that requires the sharing of information and resources among members in order to achieve a common goal..</p>	<p>Presentations of the different parts of the project by the teams and which will receive feedback from the teacher and other students. Thus, the "peer assessment" is incorporated as a fundamental part of the learning process.</p>
12.00	3.0	9.00	6.00
NON-PRESENTIAL HOURS			
<p>Reflection and individual research of a practical nature where the student reflects on the best alternatives to solve the challenge posed by the project before doing the teamwork.</p>	<p>Teamwork where everyone works on the project on the basis developed in the work times directed by the teacher in the classroom and for the resolution of the challenge posed by the project.</p>	<p>Individual work before and after in a team to prepare the cases and simulations that will help the student to understand the basic concepts of Global Marketing</p>	<p>Individual study that the student carries out to understand, re-elaborate and retain a scientific content with a view to a possible application in the field of his/her profession.</p>

**CREDITS ECTS: 3,0 (120 hours)**

## EVALUATION AND GRADING CRITERIA

Graded Activities	Evaluation Criteria	% of total grade
<p>Assessment of individual or group work carried out by students, some of them presented in class (PBL).</p> <p>Project presentation</p>	<ul style="list-style-type: none"> <li>✓ Work adequacy to the objectives set</li> <li>✓ On time delivery</li> <li>✓ Goal adequacy and focus.</li> <li>✓ Reached goals.</li> <li>✓ The participation of ALL members of each team in the presentations and elaborations is required.</li> </ul>	<p>40 +</p> <p>15</p>
<p>Oral and written examinations, public defenses and multiple-choice tests, concept tests and case studies as exams</p>	<ul style="list-style-type: none"> <li>✓ Throughout the program, exams or written tests will be given to test the solidity of the concepts acquired.</li> <li>✓ In order to pass the course, the final exams and tests of each section of the course must be passed. If there are several exams in the same section or block of a course, the weighted average of them must be higher than 4.90 as a necessary condition to pass the course.</li> </ul>	<p>20</p>
<p>Evaluation of cases or exercises, individual or collective</p>	<ul style="list-style-type: none"> <li>✓ Evaluation of the resolution of cases and simulations proposed for individual or team work whose assessment will be made from the contributions of each student in class during the discussion of the activities.</li> </ul>	<p>10</p>
<p>Participation and class attendance</p>	<ul style="list-style-type: none"> <li>✓ When we talk about participation, it is clear that both the positive and negative ones are counted and that the quality of participation is as important as the quantity. The students' participation in class, the quality and timeliness of their interventions, the quality in the preparation and presentation of their work, predisposition and commitment, initiative, attendance.</li> </ul>	<p>15</p>

## Grades

Notes to the evaluation criteria:

1. All students must meet a minimum of 75% attendance in the whole subject and in each of its blocks.
2. For the exercises to be taken into account, they must be delivered within the deadline and format provided, otherwise the assessment will be considered as "not delivered" with a grade of 0.
3. If, when combining the criteria, the final grade is equal to or greater than 5, but has not exceeded the minimum grade for the final exams or tests, the final grade will be reduced to a maximum of 4.0 points.
4. In the event that the student does not obtain a grade of 5.0, the student may take an extraordinary exam, in which case the final grade for the subject may not exceed 5.0.
5. If the student does not comply by delivering at least 75% of the evaluation activities and work commissioned by the professor of the block being evaluated on time, the weightings of the evaluation system table may not be applied, and the maximum final grade will be 4.0
6. To pass a subject, the student having failed more than one block included in it, the weighted average of all of them must be greater than 5.00, and not fail more than: 1.5 credit in 3 subjects.

In addition, to achieve a pass, it must also be the case that the weighted average by credits of the final exams/tests of all the blocks must be greater than 4.9.

### The Evaluation Criteria to enroll for a second year

Evaluation activities	Evaluation Criteria	% of total grade
Individual work	To pass the subject, the student must deliver all the tasks assigned by the professor.	15%
Conducting written exams, multiple choice tests, concept tests and resolution of case studies as exams individually or in group.	To pass the block, you must pass the final exams and tests, in the case of two or more exams, the weighted average of them should be greater than 4.90 as a necessary condition to pass the subject.	70%
Participation	Opportunity in the interventions, generate constructive debate for the subject.	15%

The student enrolled in the subject for the second consecutive year, provided that it is justified by meeting work needs, may excuse their attendance to class in a maximum percentage of 65% of the scheduled sessions, although they must comply with all the evaluation activities in person and also in person. with midterm and final exams.

### Evaluation criteria to apply in the case of school waiver:

In cases of exemption from schooling, provided that the student duly justifies it, the grading criteria will be 70% exam (if the subject allows it, two exams will be developed, 35% each) and 30% for individual work. The individual works will serve to control the evolution of the student's learning. In cases in which the student is unable to answer in writing, and provide evidence that justifies it, only in those cases can the exam be oral and the content of the student's answers will be transcribed.

**Health alert criteria:**

The student must be permanently identified, in class with an identification sign and remotely with their full name. Students should not change the spaces they occupy in the classroom, until indicated by a teacher or the direction of the program.

Failure to comply with any of the health recommendations during class sessions may imply failure in the subject.



## BIBLIOGRAPHIES AND RESOURCES

### Basic bibliography

LAMBIN, J.J., GALLUCCI, C. Y SICURELLO, C. , Dirección de Marketing. Gestión estratégica y operativa del mercado, Mc Graw Hill, 2009.

Mullins, J., Walker, O. , Boyd, H. , Larreche, J. C., Administración de Marketing, Mc Graw Hill, 5ª. Ed

Mullins, J., Walker, O. , Marketing Management: A Strategic Decision-Making Approach, McGraw-Hill Higher Education; 8ª Ed.

Kotler, P. Keller, K.L., Marketing Management, Prentice–Hall, 14ª Ed.

Wilson, R.M.S. Strategic Marketing Management, Butterward Heineman, 3ª Ed.

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