



PERSONA CIENCIA EMPRESA

UNIVERSITAT RAMON LLULL

Code: 80320
Name of the subject: Marketing

GENERAL CHARACTERISTICS

Number of credits ECTS:	4.5
Language/s	Catalan Spanish English
Type	Normal
Professor/s	Pujadas Hostench, Jorge Occhiocupo, Nicoletta

DESCRIPTION

BRIEF DESCRIPTION AND JUSTIFICATION

This subject aims to facilitate the knowledge of the concepts of Marketing and to go further in the use of tools of analysis of markets, in the making of strategic decisions, and in the elaboration and presentation of Marketing Plans, in an inter-company sales environment.

COMPETENCIES

The student, as a result of the training activities of the curriculum, will be able to:

- Analyze and evaluate the needs of consumers and customers and work in depth on the different instruments: product, price, promotion and distribution. (CE4)
- Take ethically justified business decisions. (CT1)
- Carry out a correct conceptual planning (to generate the ideas to be communicated, to organize them and to evaluate the best way to communicate them) as well as to transfer the communication using the appropriate computerized tools specific for oral and written communication, and to transmit conclusions and knowledge and reasons that support them to specialized and non-specialized audiences. (Impact and communicative influence in front of specialized and non-specialized publics) (CT4)
- Address problems in a business environment and to be prepared to solve them, as well as to adapt to changes in the external and internal environment and to turn them into opportunities for the achievement of established objectives; At the same time to make selective judgments oriented to choose between one or several possible alternatives, developing sufficient criteria to know

what is a good choice, taking into account the number of alternatives, the characteristics of each and their influence on the final score. (Initiative and Entrepreneurship) (CT6)

- Serve and satisfy the needs of customers, which means knowing how to seek relevant information about the true needs of customers, as well as to diagnose the situation of customers' needs and adapt products and services to these needs. The student will show commercial aptitude to achieve these goals. (Customer Orientation) (CT7)

- Work in multidisciplinary and multicultural environments. The student should be able to use English as usual in the business environment. (Global and international vision) (CT8)

PREREQUISITES

- Requirements legally established to access postgraduate programs.
- Degree in the scientific or technological field.

CONTENTS

1. The concept and use of Marketing in the digital age.
2. Purchase behavior.
3. Segmentation, targeting and positioning.
4. Market research as an instrument to understand the needs of customers and market opportunities.
5. Marketing-mix tools to plan marketing strategies
6. Recent trends in marketing: the international dimension; marketing and social responsibility; the use of technology for customer loyalty.

METHODOLOGY

TRAINING ACTIVITIES:

Training activities	ECTS Credits	Competencies
Lectures presenting concepts and procedures	0,9	CE4; CT1; CT4; CT6; CT7; CT8
Practical sessions (exercises, case resolution)	1,0	CE4; CT1; CT4; CT6; CT7; CT8
Assignments by Students	1,0	CE4; CT1; CT4; CT6; CT7; CT8
Seminars or tutorials	0,5	CE4; CT1; CT4; CT6; CT7; CT8
Personal study activities	1,0	

		CE4; CT1; CT4; CT6; CT7; CT8
Assessment sessions	0,1	CE4; CT1; CT4; CT6; CT7; CT8
Internship in Company		
TOTAL	4,5	

EXPLANATION OF TEACHING METHODOLOGY

The didactic methodology used in the subject is based on the basis of the training activities is based on three pillars: the expository sessions in which are fixed the fundamental concepts of Industrial Marketing, so that after the study and personal reflection on the part of the participants , The analysis of practical cases that are debated in plenary session. In this way the participant can develop his skills in relation to the communication and the presentation of his ideas and plans in front of an audience that also questions these ideas.

EVALUATION

METHODS OF EVALUATION

Evaluation Methods	Weight	Competencies
Final exam		
Partial exams	40	CE4; CT1; CT4; CT6; CT7; CT8
Following up activities		
Homework and presentations	30	CE4; CT1; CT4; CT6; CT7; CT8
Experimental work or fieldwork	15	CE4; CT1; CT4; CT6; CT7; CT8
Projects		
Evaluation of the company or institution		
Participation	15	CE4; CT1; CT4; CT6; CT7; CT8

LEARNING OUTCOMES

As a result of the assimilation of the contents of the subject the students will be able to:

1. Analyze and evaluate consumer and customer needs
2. Detect market opportunities. Evaluate strategic decisions that affect the market and customers
3. Understand the scope of decisions regarding each of the four key elements of Marketing: product, price, promotion and distribution.
4. Design business management strategies based on the optimal combination of these elements
5. Develop and maintain long-term business relationships with corporate clients
6. Elaborate Marketing Plans based on the analysis of the market, developing strategies for the satisfaction of the client's needs, with efficiency and profitability

EVALUATION

The accomplishment of works, presentations and projects takes a very important weight in this module that must qualify for the realization of a Marketing Plan in the surroundings of a Project of Company.

Taking into account the expected criteria, known by the student, the following actions have been taken.

- Permanent control of the attendance of the students to the sessions.
- Reception, supervision, discussion and evaluation of the work done.
- Oral and graphic presentation of a Product with a view to its integration into a Company Project
- Exam with subject matter related to the subject Industrial Marketing and discussion questions.

EVALUATION OF COMPETENCIES

In order to evaluate progress in the development of the assigned competences, they have been broken down into several particular skills, whose measurement at different points throughout the course has allowed teacher to measure the evolution of each student and the group as a whole and suggest improvements.

The following mechanisms have been used:

- Comparative evolution of the students in the tests carried out.
- Identification of key ideas throughout the work carried out
- Participation and follow-up of the course Students have also been asked to complete a questionnaire in which they have self-assessed. Responses, on a scale of 0 to 5, have been converted to a score of 10 to allow comparison with teacher assessment. The evaluation of the competences has also been made on the basis of the presentations made by the students throughout the course, the presentations in public and the supporting documents delivered.

BIBLIOGRAPHY

Bibliography

- Philip Kotler y Gary Armstrong (2008) Principios de Marketing/ 12ª ed.
- Philip Kotler y otros, Introducción al Marketing/ 2ª ed. Europea
- Sainz, J. (2013) El Plan de marketing en la práctica (18ª edición). Madrid: ESIC.

DOCUMENT RECORD

PREVIOUS CHANGES

LAST REVISION

September, 2017. Nicoleta Ochiocuppo PhD