

## GENERAL INFORMATION ABOUT THE COURSE

Course Information	
Course Title	Marketing Management IBS-MBA-511
Type	MBA
Year	
Semester	1st
ECTS Credits	3
Type	Obligatory

Lecturers information	
<b>Lecturer</b>	
Nombre	Luis Aguirre de Cárcer (Spanish versión)
Departamento	IBS
Área	Marketing and Marketing Research
Despacho	--
e-mail	laguirredc@gmail.com
Teléfono	609260514
Horario de Tutorías	Pedir cita por mail
<b>Lecturer</b>	
Name	Marta Herrera González (English versión)
Departament	Marketing
Field	Marketing Management
Office	--
e-mail	mhgonzalez@cee.upcomillas.es
Phone number	
Tutorial Hours	1 hour per week (previous appointment by e- mail)
Department	Marketing

## DETAILED INFORMATION ABOUT THE COURSE

Context of the course	
<b>Contribution to the professional profile of the degree</b>	
<p>This course along with the rest of the Marketing courses included in the MBA, with which it is closely related, develops theoretical knowledge, technical skills and abilities needed to manage the marketing department of any company.</p> <p>Its inclusion in the first semester is due to several reasons. First, students are not required to have prior knowledge of business management during the first half of the course. This course, having a strategic content and orientation provides students with a multidisciplinary view for business management and provides the necessary foundations for further courses on the Marketing field throughout the MBA.</p>	

## Objectives

The focus and scope of this course aims to provide students with an ability to:

- Understand the Marketing role and its strategic implications within organizations.
- Recognize the activities and functions of Strategic and Operational Marketing respectively.
- Know the different basic concepts and tools of marketing and their practical implications in the design, development and execution of business strategy
- Set different marketing strategies applied to different industries and business environments
- Designing, Planning and Developing a Marketing Plan (Definition of Product Portfolio, Market Segmentation, Brand Positioning, Pricing and Distribution Plans, Control, etc.)

The changing role of marketing will be studied within and between organizations, analyzing the impact of information technologies, new organizational structures and new relationships among organizations in the market.

The concepts, techniques and analysis tools will help the student to understand how an organization interacts with its markets and its current customers, and how to assess new opportunities for the future.

It is also an object of this course to make students aware of the importance of the rest of departments within organizations when developing a successful marketing strategy, as well as the impact of working environment, team building and style of leadership in driving and developing such.

## THEMATIC UNITS AND CONTENT

### Content

TOPIC 1: Marketing concept and Marketing as an organizational function

TOPIC 2: Product strategies and plans

TOPIC 3: Pricing strategies and plans

TOPIC 4: Marketing communication plans

TOPIC 5: Distribution channels/networks strategies

TOPIC 6: The Marketing Plan

### Generic Skills

#### Generic Skills of the course

CG 1. Cognitive and analytical skills applied to different business management situations.

CG 3. Problem solving and decision making at the strategic, tactical and operational levels of a business organization, taking into account the interrelationship between the different functional and

organizational areas of the company.

CG 4. Applying concepts and theories to business organizations to find new business opportunities and achieve sustainable competitive advantages.

CG 5. Development of Interpersonal skills of listening, negotiating and persuading and working in multidisciplinary teams in order to be able to perform different roles within the organization and assume leadership responsibilities.

CG 8. Critical thinking and argumentation skills according to the understanding and knowledge of business organizations and its external environment.

**Specific skills of the course**

CE 13. Ability to design and analyze a Marketing Plan.

**TEACHING APPROACH AND STRATEGIES**

**General learning and teaching approach of the course**

The aim of the work methodology is that students know and are able to properly apply the theories and tools analyzed in the course. To achieve such a task, a sequential methodology to monitor student learning in the different phases is applied. Topics outlines and slides are provided, as well as a basic and additional bibliography and key concepts will be explained in the course lectures. Students must be able to manage different sources of information to design their own work materials. Hands-on activities reinforce classroom concepts and tutorials will monitor the design of materials and understanding of concepts. Work outside the classroom, individually and collectively, will assist the student to put into practice theoretical concepts. Cases and presentations assess the degree of acquisition of skills set as objectives for the course.

**Class-based teaching methods**

AF1. Interactive lectures  
 AF2. Analysis and resolution of cases  
 AF3. Seminars with experts  
 AF3. Oral presentations

**Skills**

**CG1, CG3, CG4, CG8**

**Outside classroom activities**

AF5. Individual study and further information gathering  
 AF6. Analytical reading of news and articles related to the subject  
 AF7. Preparation of individual assignments  
 AF8. Group work  
 AF9. Academic tutorials

**Skills**

**CG4,CG5, CE 13**

**GRADING RUBRIC**

The MARKETING MANAGEMENT course will be graded having into account its specific methodology and objectives. Therefore, each Activity graded needs to reach a minimum grade of 5 (passed) in order to get a Final Grade for the subject. Therefore:

ASSESSMENT ACTIVITIES	IMPORTANCE
Group Assignment (Marketing Plan)	40%
Analytical and commented readings	20%
Cases resolution	20%
Attendance and student's contribution	20%

For those students who fail to pass the course in its January Exams period, but that have passed some of the blocks (marketing plan, brief cases or readings) will go to the Extraordinary exams period in July, with the failed block/s and will keep the grade and percentages obtained in the passed ones.

In that case and in order to pass, students will have a Special Individual Plan designed by the Professor and with similar nature and characteristics of the failed block.

STUDENT WORKLOAD SUMMARY			
IN-CLASS ACTIVITIES (IN HOURS)			
LECTURES	ACTIVITY BASED CLASSES	PARTICIPATION IN GROUP WORKSHPS AND ORAL PRESENTATIONS SEMINARS	
16	8	6	
OUTSIDE-CLASS ACTIVITIES (IN HOURS)			
INDIVIDUAL WORK ON THEORETICAL CONTENT	INDIVIDUAL WORK – PREPARING ASSIGNMENTS	PARTICIPATION IN GROUP WORK	
16	14	15	
<b>CREDITS ECTS:</b>			<b>3 (75 hours)</b>

## BIBLIOGRAPHY AND RESOURCES

Text Books
<b>Marketing Management, 13<sup>th</sup> edition</b> , by Kotler/Keller, Prentice-Hall 2009
Websites
<a href="http://www.interbrand.com/es/best-global-brands/2013/Best-Global-Brands-2013.aspx">http://www.interbrand.com/es/best-global-brands/2013/Best-Global-Brands-2013.aspx</a> Marketing News, Marketing Directo, Anuncios, Distribución y Actualidad, CanalDis, Puro Marketing, Alimarket, Brandchannel
Other materials
<b>Topic slides provided by the teacher on Moodle (Plataforma SIFO)</b>
Other text books
<ul style="list-style-type: none"> <li>Stanton, W.J., Marketing Management, 14th. edition, Ed. McGraw Hill</li> <li>Marketing Management and Strategy - Peter Doyle, Prentice Hall, 2006</li> <li>Posicionamiento - Al Ryes, Jack Trout. Mc Graw Hill, 2001</li> </ul>

