

COURSE GUIDE

Marketing Management (2351125)

Approval date: Departamento de Comercialización e Investigación de Mercados: 20/06/2022
15/06/2022

Grado (Bachelor's Degree)	Grado en Administración y Dirección de Empresas	Branch	Social and Legal Sciences
----------------------------------	---	---------------	---------------------------

Module	Estrategias de Marketing	Subject	Dirección Comercial
---------------	--------------------------	----------------	---------------------

Year of study	2º	Semester	1º	ECTS Credits	6	Course type	Compulsory course
----------------------	----	-----------------	----	---------------------	---	--------------------	-------------------

PREREQUISITES AND RECOMMENDATIONS

Students are recommended to show a medium-advanced level of English equivalent to B2, and not less than B1 (according to the Common European Framework of Reference for Languages). They must be successful in Introducción al Marketing

BRIEF DESCRIPTION OF COURSE CONTENT (According to the programme's verification report)

- Market and demand analysis
- Market segmentation and positioning strategies
- Marketing information system and marketing research
- Pricing strategies
- Distribution strategies
- Communication strategies
- Product strategies
- Marketing planning process

SKILLS

GENERAL SKILLS

- CG02 - Ability to analyse and search for information from a variety of sources applicable to the field of study.
- CG07 - Ability to make decisions.

SUBJECT-SPECIFIC SKILLS

- CE20 - Know and perform the functions that make up the administration process: planning, direction, organization and control
- CE23 - Manage and administer a company, as well as other public and private



- organizations and be able to design the organizational structure
- CE24 - Understand and apply the main lines of current strategic thinking, the role of competition and the search for competitive advantage; understand the roots of business success and failure, knowing in depth the concepts and tools for formulating and developing a strategy
 - CE25 - Manage the commercial variables that allow the desired objectives to be achieved, dominate commercial research techniques, understand consumer behavior, and know sectoral marketing
 - CE26 - Know information systems as support for management and their functions: planning, analysis, design and implementation of information systems; and interpret the information derived from them
 - CE27 - Know and evaluate the market and the integrated environment within the marketing information system.
 - CE57 - Being able to design and implement marketing strategies

TRANSFERABLE SKILLS

- CT02 - Assess, on the basis of the relevant information records, the situation and foreseeable evolution of a company, issue reports on specific company and market situations, and make decisions on the basis of the resulting information.
- CT03 - Be able to plan and control the overall management or the various divisions of a company.

LEARNING OUTCOMES

After taking Introduction to Marketing, students in this subject must study in depth the decision making process regarding products, prices, distribution and communication and carry out marketing planning to achieve efficient management in the company.

More specifically, students will:

- Be able to accurately define the market and select that part of it that may be of most interest to the company according to its resources and capabilities.
- Be in a good position to forecast future demand for the markets in which a company may be interested.
- Understand the commercial research process, useful for compiling all the information that a company needs to formulate the most appropriate marketing strategies in order to achieve the objectives set.
- Be able to define and make decisions about the product. Identify its attributes and elaborate the most appropriate strategies according to the phase of the product's life cycle.
- Know the factors that determine pricing decisions and design the most appropriate strategies to fix the price of the product.
- Decide on the most suitable distribution channel for their products and the strategies to be applied to achieve the company's objectives.
- Design the communication plan using all the instruments with maximum efficiency.

PLANNED LEARNING ACTIVITIES

THEORY SYLLABUS



Unit 1: Market and demand

- Market concept and classification
- The consumer goods market
- Potential, available, target and market audience
- Business market
- Service market
- Concept and demand forecasting

Unit 2: Product decisions

- Basic concepts
- Product and service decisions
- Brand strategy
- Service marketing
- New product development process
- The product life cycle

Unit 3: Pricing decisions

- The role of price in marketing strategy
- Pricing objectives
- Determinants of pricing decisions
- Pricing methods
- Pricing strategies
- Pricing modification strategies

Unit 4: Distribucion decisions

- Commercial distribution and its role in value delivery
- Nature and importance of distribution channels
- Organisation of distribution channels
- Distribution channel design
- Distribution logistics
- Wholesaling and retailing

Unit 5: Communication decisions

- The communication mix
- Integrated marketing communication
- Establishing the communication mix
- Decisions on mass communication
- Digital communication decisions
- Decisions on personal communication

Unit 6: Marketing planning process

- Marketing and strategic planning
- Corporate and divisional strategic planning
- Business unit strategic planning
- Marketing planning
- Marketing management

PRACTICAL SYLLABUS



- Autonomous work activities for each of the topics that make up the programme of the subject.
- Discussion of case studies and readings in which aspects related to the content of the theoretical programme are analysed. This work may be carried out in groups, and if the health-pandemic situation allows it, a marketing simulation programme will be used as a active teaching tool.

RECOMMENDED READING

ESSENTIAL READING

- Kotler, P. & Armstrong, G. (2021). Principles of Marketing. 18th Edition. Pearson, Global Edition.
- Calvo Porral, C. & Stanton, J. (2017). Principles of Marketing. 1st Edition. ESIC, Madrid.

COMPLEMENTARY READING

- Ramachandra, K., Chandrashekar, B., & Shivakumar, S. (2010). Marketing management (Rev. ed.). Himalaya Pub. House.
- Hundekar, S. (2010). Principles of marketing (Rev. ed.). Himalaya Pub. House.

RECOMMENDED LEARNING RESOURCES/TOOLS

- [Asociación para la Investigación de Medios de Comunicación](#)
- [Infoadex](#)
- [Journal of Marketing Research](#)
- [American Marketing Association \(AMA\)](#)

TEACHING METHODS

- MD01 - Docencia presencial en el aula
- MD02 - Estudio individualizado del alumno, búsqueda, consulta y tratamiento de información, resolución de problemas y casos prácticos, y realización de trabajos y exposiciones.
- MD03 - Tutorías individuales y/o colectivas y evaluación

ASSESSMENT METHODS (Instruments, criteria and percentages)

ORDINARY EXAMINATION DIET

The evaluation of the course will be made using different instruments and criteria:

- A final exam that will account for between 60% and 70% of the grade of the subject, in which the student's theoretical knowledge will be evaluated. This test will consist of objective questions and/or written or oral development. A final exam will be held in January and an extraordinary



one in the dates officially fixed in the academic calendar of the UGR.

- The practical component of the course will constitute between 30% and 40% of the final grade of the course.

- Part of this practical component (around 20-30% of the final grade) corresponds to the practices that the student has done during the official academic year, so that this grade represents the part of continuous evaluation of the practice. Specifically, the grade will be a compendium between the work that the student has done-delivered throughout the four-month period, participation, class tests, independent work activities and compulsory attendance to practical classes. The grade obtained in the continuous evaluation of practice will be kept for the extraordinary call.
- The remaining 10% of the grade is reserved to evaluate the theoretical part in continuous evaluation. For this purpose, some theoretical controls will be carried out during class time. This grade will not be saved for the extraordinary exam, being the exam worth between 70% and 80% of the total grade.

The student who does not attend the evaluation of the theoretical contents will be recorded as Not Presented in the minutes of the course, regardless of the grade obtained in practices, since the theoretical tests account for more than 50% of the weighting of the final grade of the course.

The final grade of the student in the ordinary call will be the sum of the grade obtained in the theoretical part and the practical part as long as the student has passed at least 40% in each of the parts. In order to pass the course, the sum of both parts must be higher than 5. Otherwise, the student's grade will be the grade of the part that does not reach 40%.

EXTRAORDINARY EXAMINATION DIET

The extraordinary call will have a theoretical exam via objective tests and/or written questions weighting between 60% and 70% and a practical exam with a value between 30% and 40% of the practical grade for those students who did not pass the minimum required in the continuous practical evaluation or those who decide to re-evaluate themselves renouncing therefore to the grade obtained in continuous evaluation. The student's final grade will be the sum of the grade obtained in the theoretical part and the practical part as long as the student has passed at least 40% in each of the parts. In order to pass the course it will be necessary that the sum of both parts is higher than 5. Otherwise, the student's final grade will be the grade of the part that does not reach 40%.

SINGLE FINAL ASSESSMENT (evaluación única final)

The final single assessment, understood as that which is carried out in a single academic act, may include as many tests as necessary to accredit that the student has acquired all the competences described in the subject's Teaching Guide.

Students who apply for the final single evaluation referred to in Article 8 of the Regulations for the Evaluation and Qualification of Students of the University of Granada (approved by the Governing Council on November 9, 2016) (<http://sl.ugr.es/09FY>), must apply within the first two



weeks of the course being taught, or within two weeks of enrolling if enrolling after the course has begun. The student will request it, via Sede Electrónica (<https://www.ugr.es/universidad/sede-electronica>), to the Department Director alleging and accrediting the reasons for not being able to follow the continuous assessment system. However, for exceptional and justified reasons (work reasons, state of health, disability, mobility programs, representation or any other similar circumstance), the final single evaluation may be requested after the above-mentioned deadlines, under the same administrative procedure. The Department Director to which the request was addressed, after contacting the teachers who are in charge of the subject, will make a decision on the request within ten working days. After this period has elapsed without the student having received an express written response, the request shall be deemed to have been granted.

All matters relating to evaluation will be governed by Article 8.2 of the [Regulations for the evaluation and grading of students in force at the University of Granada](#).

In the case of students who receive approval to be assessed through this system, they must pass a test with the following structure:

- Regarding the knowledge test (between 60 and 70%) it will consist of a battery of objective questions and/or written or oral development.
- The remaining 30%-40% of the grade corresponds to the evaluation of practical questions, aimed at analyzing the level of practical understanding of the subject, as well as to establish the level of skills acquired.

It will also be necessary in this single evaluation that the student obtains at least 40% in each part in order to pass the course. In order to pass the course it will be necessary that the sum of both parts is higher than 5. Otherwise, the student's grade will be the grade of the part that does not reach 40%.

ADDITIONAL INFORMATION

The student must take into account that in any work submitted by the student it is strictly forbidden to make a literal copy ("copy and paste") or a literal translation of contents extracted from Internet information sources, or from any other type of source. A literal copy of content and/or without proper citation will result in the cancellation of the entire continuous assessment and failure in the subject. It is highly recommended that students consult other sources beforehand in order to contrast data, deepen their knowledge of concepts, discover new ideas, etc. In the event that it is necessary to comment on these consultations, the student will have to indicate the sources used in the form of a bibliographical reference at the foot of the page following a citation style (e.g. APA citation style), bearing in mind that a personal commentary on the ideas extracted is always required.

The system of qualifications will be expressed by means of a numerical qualification in accordance with the provisions of article 5 of Royal Decree 1125/2003, of 5 September, which establishes the European system of credits and the system of qualifications for official university qualifications valid in Spain.

Everything related to evaluation will be governed by the [Regulations for the evaluation and qualification of students in force at the University of Granada](#).

The lecturers will make the general communications to the group that they consider appropriate through the PRADO platform of the University of Granada, so it is recommended that the student





consults this platform regularly.

In the event that there are incidents with PRADO or some connectivity problem at the time of the exam, alternative telematic systems will be chosen, such as oral exam by videoconference, with recording of the test.

