



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# Teaching Guide 2018/2019

## Marketing

Bachelor in Business Administration

Face-to-face tuition

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## Marketing

Module: Management and Market Research

Subject: Marketing Management

Type: Mandatory

ECTS: 6 ECTS.

Time unit: Third year, 5<sup>th</sup> semester

Teacher: **Prof. Juan Pedro Ruiz Guerrero**

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Office hours: Fridays, 11:00 AM to 2:00 PM, or by appointment via email

Module coordinator: **Prof. María Concepción Parra Meroño**

## Brief Description

This class provides an introduction to the basic concepts of Marketing, with a focus on the market and environment from a modern, client-oriented, perspective. The subject matter includes learning the various strategies segmentation and positioning, as well as touching on the subject of market research and existing theories on consumer behavior.

## Previous Requisites

So as to maximize learning outcomes, students should have a working knowledge of the following skills: descriptive statistics and frequency distributions, demographic and socio-economic characteristics, corporate functional areas, as well as a basic knowledge of Business English.

## Objectives

1. Know and use decision-making theories companies use towards the consumer and marketing.
2. Understand the importance of consumer loyalty and relational marketing.
3. Differentiate the different corporate marketing functions.
4. Understand and apply the concepts of segmentation and positioning.
5. Know and apply different marketing strategies.
6. Know how to perform a DAFO analysis.
7. Solve marketing case studies in teams.
8. Use the correct marketing terminology when completing assignments and projects.

## Competences and learning results

### Cross-curricular subjects

**(T1)** Ability of analysis and synthesis

(T2) Organization and planning ability

(T6) Ability to manage information

(T7) Adaptation to new situations

(T8) Decision making

(T9) Team work

(T14) Critical reasoning

(T16) Autonomous learning

(T22) Motivation for quality

(T24) Reflection capacity

(UCAM1) Ser capaz de expresarse correctamente en castellano en su ámbito disciplinar.

(UCAM5) Be able to use CIT basic tools as a user.

(UCAM6) ) Acquire team work ability, to work with same or different field professionals.

### Specific Competences

(E17) Know and apply basic economy concepts.

(E19) Have the ability to apply knowledge in the practice.

(E37) Identify and use suitable mathematical and statistical tools

(E38) Identify and use suitable software. Design information systems.

(E53) Derive from the data relevant information not recognizable by non-professionals.

(E57) Communicate fluently in its environment and work in a team.

### Learning results

- Understand reason and synthesize contents in the field of Econometrics.
- Manage and organize the information acquired during the learning process in the field of Econometrics.
- Know and use in a suitable way the resources that new information and communication technologies provide in the Econometrics field.
- Organize and know how to use information from different contexts to apply Econometrics.
- Acquire the necessary abilities to solve problems within Econometrics scope.

- Decide in a comprehensive and critical way, among the different options to solve econometric problems.
- Acquire and implement collaboration strategies and abilities to promote teamwork in the field of Econometrics.
- Issue sentences and take a critical stance facing the different situations laid out in the field of Econometrics.
- Manage the learning process in this field in a proactive way
- Produce learning abilities that allow them to follow subsequent studies in the Econometrics area with a high level of autonomy.
- Value the importance of the suitable task performance in the resolution of problems and assumptions which require the use of econometrical techniques.
- Think in a critical and reasonable way about questions related to the field of Econometrics.
- Use orthographic and grammar rules and econometrics terminology in a suitable way, both in oral and written language.
- Know and use in a suitable way the econometric resources provided by the new information and communication technology.
- Collaborate with other professionals and recognize the different contributions, provided by other knowledge fields, to professional practice in the application of econometrics to the professional exercise.
- Have and understand cutting-edge knowledge of Econometrics, supported by books belonging to this field.
- Know and apply basic elements of econometrical analysis and interpret results.
- Perform applied econometrical studies, from the data gathering and treatment to the results interpreting.
- Understand and apply knowledge of Econometrics to the practice by elaborating and defending arguments well documented and constructed.
- Apply the most convenient criteria to solve econometrical problems related to socio-economic questions.
- Select mathematical and statistical methods and criteria necessary to carry out the econometrical analysis.
- Use simple regression models and explicative variables.
- Have a good command of software specialized in the different econometrics knowledge areas.
- Issue sentences about econometrical aspects after gathering and interpreting relevant information, impossible to recognize by non-professionals.
- Apply econometric methods to draw conclusions.

- Deem the validity of the possible solutions to a socio-economic problem by applying the suitable econometric tool.
- Communicate in a suitable and effective way information, ideas, problems and solutions within the econometric scenery.
- Solve econometrics problems in work teams.
- Use a logical structure and write with correct orthography.
- Use financial terminology in task performance.

## Methodology

Methodology	Hours	Face-to-face work hours	Non-face-to-face work hours
Master class	36	60 horas (40 %)	
Practice workshops	8		
Assessment	4		
Tutorials	12		
Personal study	40,5		90 horas (60 %)
Tasks	27		
Practice clases	13,5		
Bibliographic search	9		
<b>TOTAL</b>	<b>150</b>	<b>60</b>	<b>90</b>

## Contents

### CHAPTER 1: Basic concepts.

- 1.1. Introduction.
- 1.2. Marketing basic concepts.
- 1.3. Marketing phases.
- 1.4. Utility, satisfaction and quality.
- 1.5. Exchanges, transactions and relationships.
- 1.6. Concepts and marketing management tasks.
- 1.7. Marketing tools.

1.8. Case study.

CHAPTER 2: The market.

- 2.1. Concept of market and environment.
- 2.2. Market classification.
- 2.3. Micro-environment and specific environment.
- 2.4. Macro-environment or general environment.
- 2.5. The market and the environment in the marketing plan.
- 2.6. Case study.

CHAPTER 3: Segmentation and positioning.

- 3.1. Fundamentals and segmentation objectives.
- 3.2. Segmentation criteria.
- 3.3. Segmentation process phases.
- 3.4. Segmentation and commercial strategy.
- 3.5. Positioning.
- 3.6. Case study.

CHAPTER 4: Marketing research.

- 4.1. Concept and applications to marketing research.
- 4.2. Marketing research phases.
- 4.3. Information sources.
- 4.4. Marketing research types.
- 4.5. Case studies.

CHAPTER 5: Consumer behaviour.

- 5.1. Introduction to consumer behaviour.
- 5.2. The process of purchase decision.
- 5.3. Inner factors.
- 5.4. External factors.
- 5.5. Purchase types.
- 5.6. Consumer response.
- 5.7. Consumer's behaviour modelling
- 5.8. Case study.

## Connection with other subjects in the study plan

This class constitutes one of the basic pillars on which further subjects in Marketing and Market Study will be based, such as: Marketing Management, International Commerce, Consumer Behaviors and Market Research.

The contents of this class are directly related to other modules within the study plan, such as: Business Economy, Strategic Management, Internships, End of Degree Project.

## Assessment system

### February/June Exams

- **Written exam:** 60% of the final grade.

There will be two multiple choice questions exams testing both marketing theory and its application. Each exam will be worth 30% of students' final grade.

- **Assignments:** 40%.

Student participation in in-class projects, including verbal presentations and defenses thereof, as well as take-home assignments will make up 40% of students' final grade.

### February/June Exams

- **Written exam:** 60% of the final grade.
- **Assignments:** 40% of the final grade.

### September Make-Up Exams

- **Written exam:** 60% of the final grade.
- **Assignments:** 40% of the final grade.

For students taking the make-up exam:

- A student who fails the mid-term will have to get a passing grade in the mid-term make-up exam.
- A student who obtains a passing grade in the mid-term but fails to have at least 50% attendance, will have to get a passing grade in the mid-term make-up exam.
- A student who fails the final exam will have to get a passing grade in the final make-up exam.
- A student who fails to obtain a passing grade in both the mid-term and the final exam, or who obtains a passing grade in the mid-term exam but fails to have at least 50% attendance and fails to obtain a passing grade in the final exam, will have to get a passing grade in both make-up exams.



### February/June Call

Student will obtain a passing grade when the weighted average of the three (3) grades (i.e., mid-term and final exams, and assignments) is 5 or higher, so long as neither the mid-term nor final exam grade is lower than 4.

If the student's grade is lower than 5 in any of the three grades (i.e. mid-term and final exams, and assignments), he/she will have to take the make-up exam in September, which will require a grade of 5 or higher to pass.

### September call

The student will obtain a passing grade in September when the weighted average of the mid-term and final exams and assignments is equal or higher than 5, **so long as** neither the mid-term nor final exam grade is lower than 4.

In case of failing the class, the student will have to make-up the entire class at a later time.

### Grading System

The grading systems (RD 1.125/2003. de 5 de septiembre) will be:

0-4,9 Fail (SS)

5,0-6,9 Pass (AP)

7,0-8,9 Grade B (NT)

9,0-10 Distinction (SB)

The "Honors" mention can be awarded to those students with a degree of 9,0 or higher. This cannot be awarded to more than 5% of the students registered in a subject in each academic year, unless the number of students registered is less than 20, when there will be awarded only one mention.

### Bibliography and reference sources

#### Basic bibliography

- Principles of Marketing, Global Edition, Kotler, P., Armstrong, G., Pearson

#### Complementary bibliography

- Marketing, 13th edition, Kerin, R. A., Hartley, S. W. - McGraw Hill.
- Marketing An Introduction, Armstrong, G., Kotler, P., Harker, M.; Brennan, R. - Pearson Education Limited
- Fundamentals of Marketing, Baines, P, Fill, C., Oxford University Press

- Critical Thinking in Consumer Behavior: Cases and Experiential Exercises, Graham, J. F., Pearson
- Market Research in Practice. How to get greater insight from your market, Hague, P., Hague, N., Kogan Page
- Principles and Practices of Marketing, Jobber, D., McGraw-Hill Education
- Marketing 4.0: Moving from Traditional to Digital, Kotler, P., Kartajaya, H., Setiawan, I., Wiley John + Sons
- Consumer Behavior in Action: Real-life Applications for Marketing Managers, Lantos, G. P., Routledge
- Fundamentals of Marketing, Santesmases M., M. Merino Sanz, M.J. et al., Pirámide
- Consumer Behavior, Global Edition, Schiffman, L., Kanuk, L., Pearson Education Limited
- The Art of War, Sun T., Createspace Independent Publications

### Webs related

- Association for Consumer Research, <http://www.acrwebsite.org/>
- American Marketing Association, <https://www.ama.org/Pages/default.aspx>
- Mashable, <https://mashable.com/?europe=true>
- Marketingprofs, <https://www.marketingprofs.com/>
- Content Marketing Institute, <https://contentmarketinginstitute.com/>
- Marketing Technology Blog, <https://martech.zone/>
- Marketing Sherpa, <https://www.marketingsherpa.com/>
- Advertising Age, <http://adage.com/>
- DMN, <https://www.dmnews.com/>
- Promo Magazine, <http://www.chiefmarketer.com/division/consumer-marketing/>
- ClickZ, <https://www.clickz.com/#newsletter-modal>

### Recommendations for future study

For a better understanding of the subject, we recommend students do all the assignments and projects assigned by the teacher.

### Instructional Material

Students must have the basic text book recommended in the subject bibliography.

Students must have access to a PC with all the necessary programs installed in order to have access to the virtual campus, where they will find all information about the subject, conceptual maps, complementary material, assignments, etc. The following programs are needed:

- Microsoft Word®, or equivalent.
- Microsoft Excel, or equivalent

- Microsoft PowerPoint®, or equivalent.

We also recommend the use of thumb drives or external hard disks. Students have additional available resources to follow the class, through the university's Virtual Api.

<http://www.ucam.edu/servicios/informatica/api-virtual>

## Tutorials

### Academic tutorial:

These tutorials have the aim of consolidating knowledge and abilities taught in the classes of the subject, at the same time will help to solve problems and doubts asked by the students. The hours for the tutorials will also be employed to the performance, follow up and assessment of the different tasks in order to contribute to the understanding of the subject methodology and systems of assessment.

### Personal Tutorial:

The university also has a Special Team for tutorials with the students enrolled in the degree. The personal tutor accompanies the student during the complete university period. Criteria and aspects can be consulted in:

<http://www.ucam.edu/servicios/tutorias/preguntas-frecuentes/que-es-tutoria>