



**UCAM**  
UNIVERSIDAD  
CATÓLICA DE MURCIA

# Course Description 2018/2019

## Marketing and Marketing Management

Master in Business Administration (MBA)

On-Campus Learning

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## Marketing and Marketing Management

Module: **Common Compulsory Module**

Subject: **Marketing and Marketing Management**

Type: **Compulsory**

ECTS Credits: **5**

Semester: **First**

Professors in charge: **María Concepción Parra Meroño, Pilar Flores Asenjo**

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Office hours (students): **Thursdays, from 11:00AM to 12:00PM**

Module coordinators: **María Concepción Parra Meroño, Pilar Flores Asenjo**

### Brief Description

This module introduces students to the fundamental concepts of marketing and marketing management, with special attention to the market and the environment from a modern and customer orientation point of view. The various strategies of segmentation and positioning will also be studied as will questions related to consumer behavior theory.

### Prerequisites

None.

### Objectives

1. Know the tasks assigned to the marketing department.
2. Understand the basics of marketing.
3. Analyze the differentiation and positioning strategies.
4. Know the functions of the marketing department.
5. Applying marketing approaches to the study of consumer behavior.

## Skills and learning results

### Transversal skills

- T1: Ability to analyze and synthesize.
- T8: Critical thinking.
- MCER5: Understanding the main points of clear texts written in standard language dealing with familiar issues, whether in work, studying or relaxing situations.
- MCER7: Producing simple and coherent texts dealing with familiar topics or in which you have a personal interest.
- MCER8: Being able to describe experiences, events, wishes and aspirations as well as briefly justifying your opinions or explain your plans.

### Specific skills

- E4: Being able to apply acquired knowledge into the business world.
- E5: Understand the organizations' marketing culture and consumer behavior, as well as formulate marketing plans.
- E6: Know the specific procedures to understand and use the elements of the Marketing Mix.

### Learning outcomes

- LR: Understand, think and synthesize contents from the fields of marketing and marketing management.
- LR: Make judgments and critics before different situations that may arise in the professional practice in the field of marketing and marketing management.
- LR: Analyze and synthesize the key issues of a text related to everyday life or your field of study.
- LR: Write correctly about personal and professional issues.
- LR: Ability to communicate, both orally and in writing, situations that include your opinions, emotions and purposes.
- LR: Ability to perform a SWOT analysis.
- LR: Suggest marketing strategies, based on an internal and external analysis of a company.
- LR: Know and apply a company's guidelines within the market.
- LR: Analyze the consumer's purchase decision process.
- LR: Identify the marketing function of companies.
- LR: Understand the use of different marketing strategies.
- LR: Being able to use Marketing Mix elements in the design of marketing action plans.

## Methodology

Methodology	Hours	In-class Study hours	Personal Study hours
In-class study	20	35 hours (40%)	
Tutoring	8		
In-class evaluation	7		
Personal study	40	90 hours (60%)	
Recommended reading and information search	9		
Problem solving, case studies and project assignment	27		
Preparation of presentations and debate	14		
<b>TOTAL</b>	<b>125</b>	<b>35</b>	<b>90</b>

## Syllabus

1. Marketing Basics
2. Segmentation and positioning
3. Consumer behavior
4. Marketing Management strategies
5. Marketing planning

**This agenda includes the description of the subject contents in the officially sanctioned program.**

## Relationship to other subjects

This subject is related to the rest of the compulsory subjects of the study plan, given that marketing management is one of the functional areas of a company. It is also explicitly related to the optional subject of marketing strategies, as the basis of such.

## Evaluation system

February/June exams:

Continuous evaluation will take into account all the activities carried out by the students as well as their participation in the tutorials and in-class programs, and will be made up of:

**1. Submission of a final course project (80%):**

- **Development:** Upon completing the class, the student shall submit a project done individually or in a team, according to the guidelines defined by the professor.

**2. Student participation in tutorials (20%):**

- **Development:** The student's participation in forums, chats, and video conferences, development learning activities and scheduled tutorials of assigned subjects will be taken into consideration.

September exams:

See above.

## References

### Required Textbook

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

### Complementary textbooks

- **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

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- **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**, Santemas 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

## Related Websites

- 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>

## Study recommendations

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

## Teaching materials

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

## Marketing and Marketing Management

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>