

Academic Year/course: 2022/23

27321 - Marketing Management I

Syllabus Information

Academic Year: 2022/23

Subject: 27321 - Marketing Management I

Faculty / School: 109 - Facultad de Economía y Empresa

228 - Facultad de Empresa y Gestión Pública

301 - Facultad de Ciencias Sociales y Humanas

Degree: 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

ECTS: 6.0

Year: 3

Semester: First semester

Subject Type: Compulsory

Module:

1. General information

1.1. Aims of the course

The general objective of this course is to transmit the importance of focusing on strategic planning in marketing, emphasizing customer satisfaction through quality and the delivery of value. The student will learn the necessary tools to obtain profitability through customer retention.

This objective is aligned with some of the Sustainable Development Goals (SDGs) of the 2030 Agenda (<https://www.un.org/sustainabledevelopment/en/>) and certain specific goals, contributing to some extent to their achievement. Specifically:

Goal 4: Ensure inclusive and equitable education of quality and promote lifelong learning opportunities for all

Target 4.7 By 2030, ensure that all students acquire the theoretical and practical knowledge necessary to promote sustainable development, including education for sustainable development and sustainable lifestyles, human rights, gender equality, the promotion of a culture of peace and non-violence, world citizenship and the appreciation of cultural diversity and the contribution of culture to sustainable development.

Goal 8: Promote inclusive and sustainable economic growth, employment and decent work for all

Target 8.2 Achieve higher levels of economic productivity through diversification, technological modernization and innovation, inter alia by focusing on sectors with high added value and intensive use of labor.

Target 8.4 Gradually improve, by 2030, the efficient production and consumption of global resources and seek to decouple economic growth from environmental degradation, in accordance with the Ten-Year Framework of Programs on Sustainable Consumption and Production modalities, starting with developed countries.

1.2. Context and importance of this course in the degree

Marketing Management I is an obligatory subject contained in Marketing and Market Research module. The subject is taught in the first semester of the third year of ADEi.

This subject extends the contents of the obligatory subjects Marketing Principles and Introduction to Marketing Research. In the fourth year, the students will be able to choose two optional subjects: Marketing Management II and Marketing Decisions.

1.3. Recommendations to take this course

The student should have passed the obligatory first and second level courses in marketing (Principles of Marketing and Introduction to Marketing Research). It is recommended that student attend and participate in all theoretical and practical classes in order to obtain the maximum benefit from the course.

2. Learning goals

2.1. Competences

Specific competencies

- Managing, directing and administrating businesses and other organizations.
- Knowing the functions of every working area in an organization and carrying out any management task
- Writing and presenting assessment reports about particular situations of markets, sectors, organizations and their functional areas.

Transversal competencies

- Capability to solve problems.
- Capability to apply knowledge in practical situations.
- Capability to work in a team.

2.2. Learning goals

The student who passes the course will be able to:

1. Assess the management of the marketing functions in a company and in society
2. Develop the organizational planning from a strategic approach
3. Identify, analyse and evaluate environmental information
4. Identify the potential market of a firm
5. Solve problems regarding demand forecasting in a company.
6. Identify key marketing strategies for the success of the company

2.3. Importance of learning goals

Today due to the greater competitive intensity in the markets and decreasing consumption, businesses have to retain their customers in order to obtain maximum profitability. Businesses have to know and understand their customers and develop collaborative relationships with their partners. This subject will help students to be better positioned to enter the labour market. The practical component of the subject will enable the students to develop their reflective and creative capacities.

3. Assessment (1st and 2nd call)

3.1. Assessment tasks (description of tasks, marking system and assessment criteria)

The student will prove that he/she has achieved the expected learning results by means of the following assessment tasks: The evaluation system in this subject is GLOBAL, and it consists of the following activities:

Written test: consisting of a series of theoretical and practical questions about topics that have been discussed in the sessions of the course. This test will be evaluated from 0 to 7 points. It represents 70% of the final mark.

Practical activities. Each student has to prepare the practical activities proposed by the teacher throughout the semester. ~~These activities refer to the application of the theoretical and the practical content of the subject.~~ These activities make up the remaining 30% of the final mark

In order to pass the course, **the total score of these two parts must be over 5 points** out of ten (7 points + 3).

The students who have made the practical activities may opt, both in the first and the second sittings, either to maintain the mark obtained in their practical activities (up to 3 points) and to take the exam for the remaining 70% or to renounce this mark. The exam may include open questions, questions to be developed, practical cases, exercises and/or multiple-choice questions.

Those students renouncing to the mark obtained in the practical activities will make the same written test as those students that don't renounce to them, plus one or more additional questions (open questions, questions to be developed, practical cases and/or exercises and/or multiple choice questions (test)) that will be marked up to the remaining 3 points. This system will be also applied to those students that hadn't made the practical activities. In both cases (written test only), their mark must be equal to or higher than 5 out of 10 points to pass the exam.

Course assessment will be onsite. In the case of a new pandemic wave assessment will become partly online or fully online. It should be noted that in any online assessment task the student performance may be recorded, following the regulations described in:

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

A plagiarism detection software will be used to check the originality of the student's assessment tasks. Identification of plagiarism will invalidate the entire task performance (i.e. the task which will be graded with 0 points).

4. Methodology, learning tasks, syllabus and resources

4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, tutorials and seminars.

4.2. Learning tasks

This course is organized as follows:

- **Lectures** (25 hours). The lecturer will explain the contents and real examples of general aspects of marketing, relational marketing strategies, strategic marketing planning, environmental analysis, market research and demand forecasting.
- **Practice sessions** (25 hours). Problem-solving sessions and oral presentations, individually and/or in teams.
- **Seminars and tutorials** (10 hours). Hours devoted for seminars and tutorials.
- **Assessment tasks**. (2,5 hours).
- **Autonomous work and study** (87,5 hours). This includes activities dealing with the theoretical and practical contents of the subject, problem solving, individual and group assignments, information search and analysis.

All lectures and seminars will be imparted on site. In the case of a new health emergency caused by the current pandemic all teaching will be moved online.

4.3. Syllabus

This course will address the following topics:

Unit 1. Current role of marketing management

- 1.1. Marketing management in the company and in society
- 1.2. Marketing management online
- 1.3. Current trends in marketing management

Unit 2. Strategic customer relationship management

- 2.1. Customer perceived value
- 2.2. Information gathering for customer management
- 2.3. KPIs in customer management
- 2.4. Managing relationships with customers

Unit 3. Marketing environment

- 3.1. Conceptualization
- 3.2. Macro-environment
- 3.3. Micro-environment
- 3.4. Tools for environmental analysis in Marketing

Unit 4. Strategic planning in marketing

- 4.1 The concept of strategic planning in Marketing
- 4.2 Stages in strategic planning in Marketing
- 4.3 The process of strategic planning in Marketing

Unit 5. Basic concepts in demand forecasting

- 5.1. Concept and types
- 5.2. Determining factors
- 5.3. Demand forecasting methods.

4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>, Huesca: <http://fegp.unizar.es/>, Teruel: <http://fcsh.unizar.es/>).