

27349 - Marketing Management II

Syllabus Information

Academic year: 2023/24

Subject: 27349 - Marketing Management II

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: 4

Semester: Second semester

Subject type: Optional

Module:

1. General information

The main objective of this subject is for the student to learn the principles and instruments necessary for the management of commercial management in organisations. It will address the study of both the buying behaviour of individuals (consumer markets) and organisations (B2B markets), in terms of their characteristics, factors, processes, etc., analysing segmentation, differentiation and positioning strategies. Thus, students, starting from the knowledge already acquired in related subjects (market orientation, relational approach to marketing, global demand and brand demand...), and those introduced in Marketing Management II, will be able to achieve a strategic vision of marketing within the organisation.

SDG 4: "Quality education"

SDG 8: "Decent work and economic growth"

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/>), specifically, the activities planned in the subject will contribute to the achievement of the goals:

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

Target 4.7 By 2030, ensure that all learners acquire the knowledge and skills necessary to promote sustainable development, including through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship and 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 upgrading and innovation, including by focusing on labour-intensive, high value-added sectors.

Target 8.4 By 2030, progressively improve global resource efficiency in production and consumption and aim to decouple economic growth from environmental degradation, in line with the 10-Year Framework of Programmes on Sustainable Consumption and Production Patterns, starting with developed countries".

2. Learning results

The subject Marketing Management II, which belongs to the Marketing and Market Research Module, is an optional semester subject and is taught in the fourth year. Students are already familiar with the concepts and basic terminology of marketing, commercial research, market orientation of companies and relationship marketing. In general terms, the aim is for students to consolidate the knowledge they have already acquired and to deepen their understanding of the integral management of the marketing area in organisations from a strategic perspective. More specifically, the aim is for students to be able to: describe the purchasing decision process (consumer/organisations), and identify and assess market segments; understand, identify and assess the strategic options for positioning the marketing offer; plan, design, develop and establish the control mechanisms of the marketing strategy within the framework of the organisation's strategic planning; develop, individually and/or in teams, activities and work related to commercial management and plan them in order to best achieve the objectives set and optimise time; be able to communicate, orally and/or in writing, knowledge, ideas and results of the activities carried out.

3. Syllabus

Topic 1. Consumer Behaviour

Products/Purposes/Characteristics

Behavioural Explanatory Factors (Environment/Economic/Personal/Social)

Buying Process

Topic 2: Business Buyer Behaviour

Products/Purposes/Characteristics

Explanatory Behavioural Factors (Environment/Organisational/Interpersonal/Individual)

Buying Process

Topic 3: Market Segmentation

Objectives and Variables in Market Segmentation (Consumer/B2B Markets)

Segmentation Strategies

Topic 4. Differentiation and Positioning

4. Academic activities

In this subject the academic activity consists of: theoretical lectures and discussion of contents; practical classes, presentation and resolution of problems; individual and group tutorials; seminars; carrying out and defending group work; autonomous student work (reading and comprehension, preparation of presentations, preparation of work), self-study.

Activity	Hours	Attendance
Theoretical classes	30	100
Practical classes	30	100
Tutorials, seminars, assignments and personal work	86	20
Evaluation	2,8	100

6 ECTS = 150 hours

In principle, the teaching and assessment methodology is expected to be based on face-to-face classes. However, if circumstances so require, it may be carried out online.

5. Assessment system

Global assessment. The official dates of the global test will be established by each centre, according to the current regulations, the evaluation will consist of two parts:

A written test on all theoretical, practical and theoretical-practical aspects developed throughout the course, this will account for 60% of the student's final grade. The test may include the resolution of practical cases, short developmental questions and/or multiple-choice questions.

Two written assignments that will account for 40% of the student's final grade. These assignments will be solved in groups, partially during the practical classes, and then presented and defended in the classroom. Those who do not hand in the two papers on the established date, or who do not obtain a mark of 4 out of 10 in both papers, will have to answer four additional questions in the written test, which will be worth up to 40% of the final mark.

Students who have completed the two written assignments, which account for 40% of the overall grade, may choose, both in the first and second sitting, to maintain the mark obtained and take an exam for the remaining 60% or to waive this mark and take an exam with 10 points out of 10.

In addition, those students who have completed the two written assignments and who choose to keep the grade obtained and take an exam for the remaining 60%, in both exam sessions, in order to pass the subject, that is, to compensate the results obtained, the student will have to obtain at least a grade of 2 points in the written exam (out of 6 points). If the student does not pass the minimum required in the written test, the grade will not be compensated. In this case, the final numerical grade will be the maximum of the grades: assignments and/or written test.

Assessment criteria: The resolution of the written test and the assignments will be assessed by the teacher taking into account both the accuracy and completeness of the answers and the expository capacity of the student. When the questions require answers to more than one question or section, it will be necessary to answer all of them in order to achieve the maximum mark, being in any case the correct resolution of a part of the questions or sections the object of the mark.