

27321 - Marketing Management I

Syllabus Information

Academic year: 2024/25

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

The main objective of this subject is for the student to learn to carry out strategic marketing planning, emphasizing the achievement of customer satisfaction and loyalty to the organization through quality, service, and value delivery.

These approaches and objectives align with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>); precisely, the activities planned in the subject will contribute to achieving goals 4 and 8. Goal 4: Ensure inclusive, equitable, quality education and promote lifelong learning opportunities for all. Goal 8: Promote inclusive and sustainable economic growth, employment, and decent work for all.

2. Learning results

Taking and passing the subject, the students can:

- Develop the planning of an organization from a strategic perspective.
- Identify, analyze, and evaluate information from an organization's business environment.
- Identify the potential market of a company.
- Solve problems regarding the estimation of a company's demand.
- Identify key business strategies for the success of organizations.

3. Syllabus

Unit 1.- The role of marketing management

Unit 2.- Strategic management of customer relationships

Unit 3.- The marketing environment in the company

Unit 4.- The strategic marketing planning process

Unit 5.- Marketing management and the analysis of the demand

4. Academic activities

- Masterclasses: 30 hours
 - Practical classes: 30 hours
 - Personal Study: 87.5 hours
 - Evaluation tests: 2.5 h. (exam in official call)
- 6 ECTS = 150 hours

The methodology for teaching and its evaluation will revolve around face-to-face classes. However, if circumstances require it, they can be done online.

5. Assessment system

Global evaluation will evaluate the subject in the first and second calls.

Overall evaluation

It consists of the following activities:

- **A written exam** on all the theoretical and practical aspects of the subject (valued at 7 points). It will consist of development questions, resolution of practical cases, exercises and multiple-choice questions.
- **Practical activities:** It will consist of group work to be developed throughout the course and small individual or group

work that may be proposed depending on the time available in class (valued in 3 points).

Students who have completed the 'Practical Activities' may choose, both in the first and second calls, to answer or not answer a series of additional questions in the written exam such as development questions, resolution of practical cases and/or or exercises and/or multiple-choice questions (valued at 3 points). If the student answers these additional questions, the best of the grades obtained between the 'Practical Activities' and the series of additional questions (valued at 3 points) will prevail. If these practical activities have not been completed, the student will take the same exam (valued at 7 points) plus those additional questions (valued at 3 points).

To pass the subject, obtaining a grade of at least 5 points will be necessary.

6. Sustainable Development Goals

4 - Quality Education

8 - Decent Work and Economic Growth