

Syllabus

Subject

Subject / Group	21216 - Commercial Management I / 70
Degree	Degree in Business Administration - Third year Double Degree in Business Administration and Law (2013 syllabus) - Third year
Credits	6
Period	1st semester
Language of instruction	English

Professors

Lecturers	Office hours for students					
	Starting time	Finishing time	Day	Start date	End date	Office / Building
Antoni Serra Cantallops <i>Responsible</i> antoni.serra@uib.es	11:30	12:30	Tuesday	09/09/2019	31/07/2020	DB111 Ed.Jovellanos 'cita prèvia per email'

Context

Marketing Management I is a 6-credit course given during the third year of the Business Administration Degree programme.

The aim of this course is to familiarise students with the basic concepts and processes of the marketing activity within a business. Marketing Management I is an introductory course for the other marketing management courses included in the degree, like Marketing Management II or Marketing Research and Consumer Behaviour. Moreover, this course aims to provide students with the essential skills and know-how necessary for their later incorporation into the field of business.

To meet these objectives, the course begins with an introduction that presents the basic concepts of marketing and goes on to analyse the task of the marketing manager within a business, as well as the main tools used by marketing managers in the performance of his/her daily tasks. Environmental analysis, demand analysis and forecasting and consumer behaviour are other aspects analysed on the course. It also explores the strategic aspects involved in the selection of target markets based on segmentation and positioning analysis. Finally, all aspects related with the important process of strategic marketing planning are also covered. As planning must be based on sound information marketing research aspects are also introduced at a preliminary level.

Requirements

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Skills

Specific

- * Ability to apply different marketing techniques and marketing research tools to the study of a company and its environment.
- * Knowing the strategic analysis tools most commonly used when analysing a company and its environment. Ability to carry out the preparations for the decision-making process in the marketing area of a business, on both operative and strategic levels
- * 3. Joining the marketing department of a company and easily undertake any corresponding management task, as well as understanding how the marketing department interrelates with the other firm's functional areas when designing the firms' competitive strategy.

Generic

- * Ability to work as part of a team. Creative and efficient problem solving of the issues that arise in the daily running of business.
- * 2. Ability to gather, analyse and understand important information involved in the decision-making process. This entails the contemplation of important issues of a social, scientific or ethical nature. Ability to analyse or summarise the information obtained from different sources.
- * Ability to communicate information, ideas, problems and solutions to both specialised and unspecialised audiences.

Basic

- * You may consult the basic competencies students will have to achieve by the end of the degree at the following address: <http://www.uib.eu/study/grau/Basic-Competences-In-Bachelors-Degree-Studies/>

Content

The content of the subject is described below

Range of topics

THEME. I. INTRODUCTION AND BASIC CONCEPTS

1. What is really marketing? Marketing as a philosophy and a technique
2. Definitions and scope of marketing
3. Needs, desires and demands
4. Evolution of the concept of marketing
5. Marketing of products versus marketing of services: specific aspects and management implications

THEME. II. THE MARKETING DEPARTMENT AND THE MARKETING TOOLS

1. The role of marketing within a company
2. The marketing system: elements, variables of the system and relations



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3. Tasks of the marketing manager
4. The Marketing Department
5. The marketing tools
6. Product Policy
7. Price Policy
8. Distribution Policy
9. Promotion Policy

THEME. III. THE MARKETING ENVIRONMENT

1. Concept and importance of the environment
2. The macro and micro environments of a company
3. Elements of the environment
4. Management of the environment

THEME. IV. DEMAND ANALYSIS AND FORECASTING

1. Demand forecasting and marketing decision-making.
2. Analysing demand: concepts, objectives and techniques
3. Methods

THEME. V. SELECTING THE TARGET MARKET: SEGMENTATION AND POSITIONING

1. Concept and utility of segmentation
2. Segmentation requirements
3. Segmentation criteria
4. Segmentation methods and techniques
5. Applying segmentation to the design of the sales strategy
6. The concept of positioning
7. Image, identity and positioning of products and brands

THEME. VI. CONSUMER AND COMPANY BUYING BEHAVIOUR

1. Concept and scope of the study of consumer behaviour
2. Factors that affect consumer behaviour
3. Internal factors that determine consumer behaviour
4. External factors that determine consumer behaviour
5. The decision-making process for purchasing
6. The post purchase phase: dissonance and loyalty
7. Characteristics of the organizations buyer behaviour
8. Situations or modes of industrial purchase
9. The Purchase Department
10. The decision-making process for industrial purchasing

THEME. VII. THE MARKETING PLAN



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1. Strategic Marketing Planning and Corporate Strategy
2. The marketing planning process
3. Situation analysis: internal and external analysis
4. DAFO analysis
5. Defining marketing objectives
6. Selecting Marketing strategies
7. Designing the Marketing mix
8. Organisation and implementation
9. Monitoring

THEME. VIII. MARKETING RESEARCH

1. Marketing Information Systems
2. Applications of marketing research
3. Steps in marketing research
4. Obtaining information
5. Data processing and tabulation
6. Data analysis

Teaching methodology

Marketing Management I combines theoretical classes with practical case studies.

In-class work activities (1.8 credits, 45 hours)

Modality	Name	Typ. Grp.	Description	Hours
Theory classes	Instructor-guided lectures	Large group (G)	Instructor-guided lectures are aimed to introduce the basic foundations of the course and to provide students with the basic theoretical concepts that will aid them in carrying out the other course activities.	22.5
Practical classes	Case studies and practical case solving and exercises	Medium group (M)	By solving practical cases and exercises, the students will be able to apply the theoretical knowledge they have acquired in both lectures and in the individual work process.	15
Practical classes	Final project presentation	Medium group (M)	The final project for the course aims to promote group work habits (teamwork), enable students to critically assess the sales strategies of selected companies and strengthen the individual communication and presentation skills of each member of the group.	6
Assessment	Final exam	Large group (G)	A written exam at the end of the semester to assess the acquisition of skills and the assimilation of course contents.	1.5

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At the beginning of the semester a schedule of the subject will be made available to students through the UIBdigital platform. The schedule shall at least include the dates when the continuing assessment tests will be conducted and the hand-in dates for the assignments. In addition, the lecturer shall inform students as to whether the subject work plan will be carried out through the schedule or through another way included in the Aula Digital platform.

Distance education tasks (4.2 credits, 105 hours)

Modality	Name	Description	Hours
Individual self-study	Study and individual independent work	Individual study of course contents	40
Individual self-study	Case preparation and reading of articles	Initial analysis of practical cases to be solved during the practical classes. Reading of articles and other contents recommended during the theoretical classes	30
Group or individual self-study	Final project	The final project for the course aims to promote group work habits (teamwork), enable students to critically assess the sales strategies of selected companies and strengthen the individual communication and presentation skills of each member of the group. The final project will be presented during the practical classes, although preparation will be required outside of the scheduled class time.	35

Specific risks and protective measures

The learning activities of this course do not entail specific health or safety risks for the students and therefore no special protective measures are needed.

Student learning assessment

The evaluation of student performance in this course will be based on partial grades corresponding to the following activities:

- Practical case solving and exercises;
- The final project;
- The final exam.

The final grade for the course will be based on the students' performance of the activities mentioned above, in the following proportions:

- The grade corresponding to practical case solving and exercises and student participation in class discussions will account for 20% of the final grade.
- The grade corresponding to the final project will account for 30% of the final grade.
- The grade earned on the final exam will account for 50% of the final grade (in order to pass the course, students will be required to earn a minimum grade of 5/10 on this exam).

Frau en elements d'avaluació

In accordance with article 33 of Regulation of academic studies, "regardless of the disciplinary procedure that may be followed against the offending student, the demonstrably fraudulent performance of any of the

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evaluation elements included in the teaching guides of the subjects will lead, at the discretion of the teacher, a undervaluation in the qualification that may involve the qualification of "suspense 0" in the annual evaluation of the subject".

Case studies and practical case solving and exercises

Modality	Practical classes
Technique	Real or simulated task performance tests (non-retrievable)
Description	By solving practical cases and exercises, the students will be able to apply the theoretical knowledge they have acquired in both lectures and in the individual work process.
Assessment criteria	By solving practical cases and exercises, the students will be able to apply the theoretical knowledge they have acquired through class lectures and the individual work process. Grading criteria: Ability to analyse and structure thoughts. Correct application of theoretical principles and techniques. Public presentation skills.

Final grade percentage: 20%

Final project presentation

Modality	Practical classes
Technique	Papers and projects (non-retrievable)
Description	The final project for the course aims to promote group work habits (teamwork), enable students to critically assess the sales strategies of selected companies and strengthen the individual communication and presentation skills of each member of the group.
Assessment criteria	Description: The final project for the course aims to promote group work habits (teamwork), enable students to critically assess the sales strategies of selected companies and strengthen the individual communication and presentation skills of each member of the group. Grading Criteria: Ability to analyse and structure thoughts. Correct application of theoretical principles and techniques. Quality of the written paper. Public presentation skills.

Final grade percentage: 30%

Final exam

Modality	Assessment
Technique	Short-answer tests (retrievable)
Description	A written exam at the end of the semester to assess the acquisition of skills and the assimilation of course contents.
Assessment criteria	Description: Written exam at the end of the semester to assess the acquisition of skills and the assimilation of course contents. Grading criteria: Correct assimilation of course contents.

Final grade percentage: 50%with a minimum grade of 5

Resources, bibliography and additional documentation

Most of the bibliographic sources will be provided in English.

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In addition to the materials that will be posted on the Campus Extens, below there is a list of basic bibliographic references, as well as recommended supplementary reading materials. A further list of resources that may be helpful for the students is also attached.

Basic bibliography

Santesmases, Merino, Sanchez & Pintado (2011). Fundamentals of Marketing . Ediciones Pirámide. Madrid.
Gary Armstrong, Michael Harker, Philip Kotler, Ross Brennan (2009): Marketing. An Introduction. Pearson Education.

Philip Kotler, Gari Amstrong (2008): Principles of Marketing. 12th edition. Pearson. Prentice Hall. England
Philip Kotler, Kevin Keller, Mairead Brady, Malcolm Goodman, Torben Hansen (2009). Marketing Management. Pearson - Prentice Hall. England.

Complementary bibliography

Santesmases Mestre, M (2007). Marketing: Conceptos y Estrategias. 5ª edición. (edición revisada) Editorial Pirámide. Madrid.

Santesmases Mestre M. (2009). DYANE, Diseño y Análisis de Encuestas. Editorial Pirámide

Antoni Serra (2011): Marketing Turístico. 2ª edición. Ediciones Pirámide. Madrid.

Michael. R. Solomon (2009): Consumer Behaviour. An European Perspective, 4th edition. Pearson - Prentice Hall.

William M. Luther (2011): The Marketing Plan: How to Prepare and Implement it, 4th edition. Amacom, American Marketing Association. New York.

David. A. Aaker (2010): Marketing Research. John Wiley and Sons. New York.

