



FICHA TÉCNICA DE LA ASIGNATURA

| Datos de la asignatura | |
|-------------------------------|---|
| Nombre completo | Marketing Management |
| Código | E000007084 |
| Nivel | Intercambio |
| Cuatrimestre | Semestral |
| Créditos | 6,0 ECTS |
| Carácter | Business in Spain |
| Departamento / Área | Departamento de Marketing |
| Responsable | M ^a del Pilar Melara San Román |

| Datos del profesorado | |
|------------------------------|-----------------------------|
| Profesor | |
| Nombre | Javier Morales Mediano |
| Departamento / Área | Departamento de Marketing |
| Correo electrónico | jmorales@icade.comillas.edu |

DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura

Competencias - Objetivos

BLOQUES TEMÁTICOS Y CONTENIDOS

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

BIBLIOGRAFÍA Y RECURSOS

SUBJECT DATA INFORMATION

| Subject data | |
|--------------|---|
| Name | Marketing Management |
| Code | |
| Studies | Diploma of Business in Spain |
| Course | 4th |
| Semester | 1st |
| ECTS Credits | 6 |
| Type | Elective |
| Department | Marketing |
| Area | Strategic Marketing |
| University | Universidad Pontificia Comillas |
| Hours | 4 |
| Professors | M ^a del Pilar Melara Sanromán, Javier Morales Mediano |
| Descriptor | Strategic Marketing Analysis: External Analysis (environment, supply and demand). Internal Analysis (segmentation, positioning and product and brand portfolio). Diagnosis. Strategic Marketing Plan. Action Plan |

| Staff Information | |
|-------------------|---|
| Course leader | |
| Name | M ^a del Pilar Melara San Román |
| Department | Marketing |
| Area | Marketing Management |
| Office | OD 232 |
| e-mail | pmelara@icade.comillas.edu |
| Telephone | 91 542 28 00 (Ext. 2236) |
| Tutorial hours | 2 hours per week |
| Professor | |
| Name | Javier Morales Mediano |
| Department | Marketing |
| Area | Marketing Management |
| Office | |
| e-mail | jmorales@comillas.edu |
| Telephone | |
| Tutorial hours | Ask for an appointment by mail |

SUBJECT DETAILS

| |
|--|
| Subject context |
| Contribution to the career profile of the studies |
| The Marketing Function is one of the most relevant within a business organization. It is crucial for a Business Administration Bachelor to learn the marketing decision variables and the way to obtain marketing information in order to be able to design a Strategic Marketing Plan and place it into action. In order to achieve this, the student must acquire a methodology that allows him/her to implement the process and phases of marketing planning and its management |
| Prerequisites |
| Introduction to Marketing Market Research |

| |
|---|
| Competencies - Objectives |
| Generic Competencies of the subject area |
| Instrumental |
| CGI1 Ability for analysing and summarizing CGI2 Ability for solving problems and y making decisions CGI4 Ability for managing information from different and diverse sources CGI7 Ability to express in foreign language |
| Interpersonal |
| CGP9 Ability to listen, debate and argument CGP10 Leadership and teamwork capacity |
| Systemic |
| CGS15 Adapt to change |
| Specific Competencies of the subject area |
| Conceptual (know)) |
| CE1 Know and understand the basic concepts used in the Strategic Marketing Management CE2 Know and understand the tools used in the Strategic Marketing Management |
| Procedural (know-how) |
| CE3 Be able to design a Strategic Marketing Plan CE4 Be able to implement a Strategic Marketing Plan CE5 Use and interpret the instrumental analysis and decision making marketing tools |

THEME AND CONTENT BLOCKS

| |
|---|
| Content- Chapters |
| Chapter 1: Introduction |
| <ol style="list-style-type: none"> 1. Concept, objectives and foundations of strategic marketing 2. Strategic marketing vs tactical/operative marketing 3. Marketing strategy 4. Strategic business units and product-market pairs 5. The strategic marketing management cycle |
| Chapter 2. Segmentation |
| <ol style="list-style-type: none"> 1. Concept and objectives of market segmentation 2. The segmentation process: Phases 3. Segmentation strategies |
| Chapter 3. Positioning |
| <ol style="list-style-type: none"> 1. Preliminary concepts 2. Positioning concept |

| |
|---|
| <ul style="list-style-type: none"> 3. Positioning process 4. Positioning strategy. |
| Chapter 4. Product |
| <ul style="list-style-type: none"> 1. Product as a strategic variable 2. Product portfolio management 3. Product strategies |
| Chapter 5. Brand |
| <ul style="list-style-type: none"> 1. The concept of brand 2. Brand elements 3. Brand portfolio 4. Brand strategies |
| Chapter 6. Customers |
| <ul style="list-style-type: none"> 1. The relevance of distribution 2. Distribution channels 3. Distribution channel design: Phase |
| Chapter 7. Price |
| <ul style="list-style-type: none"> 1. Importance and role of pricing in the marketing mix 2. Price and the 4-C model 3. Basics of pricing 4. Pricing tools 5. Price action matrix |
| Chapter 8. Promotion |
| <ul style="list-style-type: none"> 1. Promotion as strategic marketing variable: Penetration vs conversion, the loyalty funnel 2. Promotion through paid media 3. Promotion through owned media 4. Promotion through earned media 5. Return on promotion investment: Customer lifetime value |
| Chapter 9. Diagnosis |
| <ul style="list-style-type: none"> 1. SWOT Matrix 2. Competitiveness: Competitive Advantage 3. Diagnostic |
| Chapter 10. Strategic Marketing Plan |
| <ul style="list-style-type: none"> 1. Objectives Setting 2. Strategy Design and Selection 3. Development of the Strategic Marketing Plan |

CLASS METHODOLOGY

| General methodological aspects of the subject | |
|---|------------------------|
| <p>This subject requires a methodology eminently practice. Therefore, after knowledge of concepts and fundamental tools, it is necessary that the student was able to put it into practice to achieve adequate understanding. In this sense, different case studies individually and in-group, adapted to the different issues in order to facilitate the understanding of its practical perspective will be developed.</p> | |
| Classroom methodology: activities | Competencias |
| Master classes | CE1 CE2 |
| Works directed | CGI2 CGP10 CE3 CE5 |
| Oral presentation of the collective work | CGI1, CGI3, CGI6 CGP11 |

| On-line methodology: activities | Competencias |
|---|---|
| Preparation of materials for study Preparation of directed works Individual practices Group work Personal study | CGI1, CGI4, CGS14, CE1, CE2 CGI14, CGS14, CE3, CE4 CGS14,CGS15, CE1 CGP9, CGP10, CE3, CE4 CGI3, CGS14, CE1, CE2 |

GRADING

| Evaluation activities | CRITERIA | WEIGH |
|--|-----------|-------|
| Individual practices | Standards | 15% |
| Works directed (TD) | Standards | 20 % |
| Oral presentation of the collective work | Standards | 15 % |
| Written Exam | Knowledge | 50% |

In the case of students in the third or subsequent convocations, the overcoming of the subject required developing the corresponding grade examination of the contents of the program and carry out individual practical exercises, and students ask Teacher assigned exercises and special work plan in the first days of the course.

Exchange students who do not have validated the subject, 100% rating it will be formed by the note of the examination.

SCHEDULE

| No on-site and classroom activities | Date of realization | Date of delivery |
|-------------------------------------|---------------------|------------------|
| TD1 | S2 | S2 |
| TD2 | S4 | S4 |
| TD3 | S6 | S6 |
| TD4 | S8 | S8 |
| TD5 | S11 | S11 |
| TD6 | S12 | S12 |
| Presentation 1 | S10 | S10 |
| Presentation 2 | S14 | S14 |
| Individual 1 | S3 | S3 |
| Individual 2 | S5 | S5 |
| Individual 3 | S9 | S9 |
| Individual 4 | S12 | S12 |

SUMMARY OF WORK SCHEDULE

| SUMMARY OF STUDENT WORK | | | |
|-------------------------|-------------------|---------------|------------|
| CLASSROOM HOURS | | | |
| Theoretical classes | Practical classes | News analysis | Assessment |
| 29 | 16 | 13 | 2 |
| NON-PRESENTIAL HOURS | | | |

| Autonomous work on theoretical content | Autonomous work on practical content | Collaborative work | Personal study |
|--|--------------------------------------|--------------------|----------------|
| 38 | 18 | 22,5 | 17,5 |
| CREDITS ECTS: | | | 6 |

BIBLIOGRAPHY AND OTHER RESOURCES

| Basic bibliography |
|---|
| Text books |
| <p>LAMBIN, J.J., GALLUCCI, C. Y SICURELLO, C. , Dirección de Marketing. Gestión estratégica y operativa del mercado, Mc Graw Hill, 2009.</p> <p>Mullins, J., Walker, O. , Boyd, H. , Larreche, J. C., Administración de Marketing, Mc Graw Hill, 5ª. Ed.</p> |
| Chapters in books |
| |
| Articles |
| They will be hanging on the platform along the course |
| Web pages |
| |
| Notes |
| Homemade |
| Other materials |
| |
| Complementary bibliography |
| Text books |
| <p>Mullins, J., Walker, O. , <i>Marketing Management: A Strategic Decision-Making Approach</i>, McGraw-Hill Higher Education; 8ª Ed.</p> <p>Kotler, P. Keller, K.L., <i>Marketing Management</i>, Prentice–Hall, 14ª Ed.</p> <p>Wilson, R.M.S. <i>Strategic Marketing Management</i>, Butterward Heineman, 3ª Ed.</p> |
| Chapters in books |
| |
| Articles |
| |
| Web pages |
| |
| Notes |
| |
| Other materials |
| |