

SUBJECT DATA INFORMATION

Datos de la asignatura	
Name	Marketing Management
Code	
Studies	Business in Spain Diploma
Curse	-
Semester	1 st 2 nd
ECTS Credits	6
Type	Mandatory
Department	Marketing
Area	Strategic Marketing
University	Universidad Pontificia Comillas
Hours	4
Professors	Marta Martín Moreno.
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	
Coordinator	
Name	M ^a del Pilar Melara San Román (Coordinator)
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	Marta Marín Moreno
Department	Marketing
Area	Marketing Management
Office	
e-mail	martamartinmoreno@yahoo.es
Telephone	
Tutorial hours	Ask for an appointment by mail
Professor	

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
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
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 3. Positioning process 4. Positioning strategy.
Chapter 4. Product
<ol style="list-style-type: none"> 1. Product as a strategic variable 2. Product portfolio management 3. Product strategies
Chapter 5. Brand
<ol style="list-style-type: none"> 1. The concept of brand 2. Brand elements 3. Brand portfolio 4. Brand strategies
Chapter 6. Customers
<ol style="list-style-type: none"> 1. The relevance of distribution 2. Distribution channels 3. Distribution channel design: Phase
Chapter 7. Price
<ol 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
<ol 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
<ol style="list-style-type: none"> 1. SWOT Matrix 2. Competitiveness: Competitive Advantage 3. Diagnostic
Chapter 10. Strategic Marketing Plan
<ol 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

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.

Classroom methodology: activities

Competencias

Master classes Works directed Oral presentation of the collective work	CE1 CE2 CGI2 CGP10 CE3 CE5 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
HOURS CONTACT

Theoretical classes	Theoretical classes	Theoretical classes	Evaluación
25	2	20	2
NON-PRESENTIAL HOURS			
Autonomous work on theoretical content	Autonomous work on practical content	Collaborative work	Personal study
12	5	22	30
CRÉDITOS ECTS:			

BIBLIOGRAPHY AND OTHER RESOURCES

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