



**SUBJECT DATA INFORMATION**

Subject data	
Name	Marketing Management
Code	
Studies	Undergraduate in BBA
Course	3th
Semester	2st
ECTS Credits	6
Type	Mandatory
Department	Marketing
Area	Strategic Marketing
University	Universidad Pontificia Comillas
Hours	4
Professors	M <sup>a</sup> del Pilar Melara (Coordinator)
Descriptor	Segmentation, Positioning, Brand, planification process developing

Staff Information	
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## SUBJECT DETAILS

<b>Subject context</b>
<b>Contribution to the career profile of the studies</b>
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
<b>Prerequisites</b>
Introduction to Marketing Market Research

<b>Competencies - Objectives</b>
<b>Generic Competencies of the subject area</b>
CG1 Ability for analysing and summarizing CG2 Ability for solving problems and y making decisions CG4 Ability for managing information from different and diverse sources CG9 Ability to listen, debate and argument CG10 Leadership and teamwork capacity CG15 Adapt to change
<b>Specific Competencies of the subject area</b>
CE24 Know and understand the basic concepts used in the Strategic Marketing Management and be able to implement a Strategic Marketing Plan and developing it.

## THEME AND CONTENT BLOCKS

<b>Content- Chapters</b>
<b>Chapter 1: Introduction</b>
1. The marketing plan process 2. Strategic marketing and operative marketing: concept and differences between them 3. Marketing strategy 4. Strategic business units
<b>Chapter 2. Market Segmentation and targeting</b>

<ol style="list-style-type: none"> <li>1. Concept and objectives of market segmentation</li> <li>2. The segmentation process: Phases</li> <li>3. Segmentation strategies: targeting</li> </ol>
<b>Chapter 3. Positioning</b>
<ol style="list-style-type: none"> <li>1. Positioning concept</li> <li>2. Positioning process</li> <li>3. Positioning strategy.</li> </ol>
<b>Chapter 4. Product</b>
<ol style="list-style-type: none"> <li>1. Product as a strategic variable</li> <li>2. Product portfolio management</li> <li>3. Product strategies</li> </ol>
<b>Chapter 5. Brand</b>
<ol style="list-style-type: none"> <li>1. The concept of brand</li> <li>2. Brand elements: brand equity</li> <li>3. Brand portfolio</li> <li>4. Brand strategies</li> </ol>
<b>Chapter 6. Customers</b>
<ol style="list-style-type: none"> <li>1. Introduction: Customer and final consumer</li> <li>2. Distribution channels</li> <li>3. Distribution strategies: channel design</li> </ol>
<b>Chapter 7. Price</b>
<ol style="list-style-type: none"> <li>1. Importance and role of pricing in the marketing mix</li> <li>2. Price and the 4-C model</li> <li>3. Basics of pricing</li> <li>4. Price strategies</li> </ol>
<b>Chapter 8. Promotion</b>
<ol style="list-style-type: none"> <li>1. Communication as a strategic variable in Marketing</li> <li>2. The future of communication: 1 to many, 1 to 1, 1 to few</li> <li>3. New media scenario</li> <li>4. Communication and ROI: customer lifetime value</li> </ol>
<b>Chapter 9. Diagnosis</b>
<ol style="list-style-type: none"> <li>1. Strategic Analysis</li> <li>2. Competitiveness: Competitive Advantage</li> <li>3. Diagnostic</li> </ol>
<b>Chapter 10. Strategic Marketing Plan</b>
<ol style="list-style-type: none"> <li>1. Objectives Setting</li> <li>2. Strategy Design and Selection</li> <li>3. Development of the Strategic Marketing Plan</li> </ol>
<b>Chapter 11. The implementation of the Marketing Plan</b>
<ol style="list-style-type: none"> <li>1. Marketing Plan</li> <li>2. Implementation of the Marketing Plan</li> <li>3. Marketing Control</li> </ol>

## 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	Abilities
Master classes Works directed Oral presentation of the collective work	CE24 CG2 CG4 CG9 CE24 CG2, CG11
On-line methodology: activities	Abilities
Preparation of materials for study Preparation of directed works Individual practices Group work Personal study	CG1, CG4,, CE24 CG4, CG11. CG1,CG4, CE24 CG1, CG9, CG10, CG1, CG4, CE24

## 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	Evaluation
25	11	22	2
NON-PRESENTIAL HOURS			
Autonomous work on theoretical content	Autonomous work on practical content	Collaborative work	Personal study
15	8	22	35
CRÉDITOS ECTS:			

## BIBLIOGRAPHY AND OTHER RESOURCES

Basic bibliography
<b>Text books</b>
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.
<b>Chapters in books</b>
<b>Articles</b>
<b>They will be hanging on the platform along the course</b>
<b>Web pages</b>
<b>Notes</b>
<b>Homemade</b>
<b>Other materials</b>
Complementary bibliography
<b>Text books</b>
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.
<b>Chapters in books</b>
<b>Articles</b>
<b>Web pages</b>
<b>Notes</b>
<b>Other materials</b>

