



TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Marketing Management
Subject code	IBS-MBA-526
Main program	Official Master's Degree in Business Administration - MBA
Involved programs	Máster Universitario en Administración de Empresas (MBA) [First year] Máster Universitario en Ingeniería Industrial y Máster Universitario en Administración de Empresas [First year] Máster Universitario en Ingeniería de Telecomunicación y Mást. Univ. en Administración de Empresas [First year]
Level	Postgrado Oficial Master
Quarter	Semestral
Credits	3,0 ECTS
Type	Compulsory
Department	Departamento de Marketing
Coordinator	Luis Aguirre de Cárcer
Course overview	Introduction to the main marketing concepts and techniques of the discipline, as well as its relationship with the strategic planning process of the company. It begins with the exploration around the marketing concept itself to deepen its strategic foundations: knowledge (market research, "consumer insights", etc.), market segmentation, competitive environment, and brand. Once these principles have been established, decision-making will be worked on in relation to the operation itself and the implementation in the market of the Marketing Plan. The purpose is to provide concepts, techniques, and analysis tools to understand how an organization relates to its markets and its current customers, and how it evaluates and plans for the future. Classes will be structured following the case method in order to make the course a thoroughly practical

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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject

Contribution to the professional profile of the degree

- This course along with the rest of the Marketing courses included in the MBA, with which it is closely related, develops theoretical knowledge, technical skills and abilities needed to manage the marketing department of any company.
- Its inclusion in the first semester is due to several reasons. First, students are not required to have prior knowledge of business management during the first half of the course. This course, having a strategic content and orientation, provides students with a multidisciplinary view for business management and provides the necessary foundations for further courses on the Marketing field throughout the MBA.

Competencies - Objectives

Competences

GENERALES

CG01	Analytic and synthesis cognitive capacities applied to business situations and managing and organisation problems.	
	RA01	Describe, relaciona e interpreta situaciones y planteamiento de nivel medio.
	RA02	Selecciona los elementos más significativos y sus relaciones en las situaciones planteadas.
	RA03	Identifica las carencias de información y establece relaciones con elementos externos a la situación planteada.
	RA04	Es capaz de resumir y estructurar la información empleando los conceptos adecuados.
CG03	Problem-solving and decision-making skills at a strategic, tactic and operational level with regard to a business, considering the interrelationship between the different functional and business areas.	



	RA01	Identifica y define adecuadamente el problema y sus posibles causas.
	RA02	Plantea posibles soluciones pertinentes y diseña un plan de acción para su aplicación.
	RA03	Identifica problemas antes de que su efecto se haga evidente.
	RA04	Dispone de la capacidad para tomar decisiones de una forma autónoma.
	RA05	Reconoce y busca alternativas a las dificultades de decisión en situaciones reales.
	RA06	Es capaz de ponderar diferentes factores (económicos, sociales y técnicos, entre otros) en el proceso de toma de decisiones y determinar su impacto.
CG04	Application of concepts and theories on business organizations in order to discover new business opportunities and acquire long-term competitive advantages.	
	RA01	Relaciona conceptos de manera interdisciplinar o transversal.
	RA02	Identifica correctamente los conocimientos aplicables a cada situación.
	RA03	Determina el alcance y la utilidad de las nociones teóricas.
CG05	Ethical commitment with a behaviour based in moral principles and those principles of the organisation when facing moral dilemmas and corporate social responsibility issues.	
	RA01	Utiliza el diálogo para colaborar y generar buenas relaciones.
	RA02	Muestra capacidad de empatía y diálogo constructivo.
	RA03	Es capaz de despersonalizar las ideas en el marco del trabajo en grupo para orientarse a la tarea.
	RA04	Participa de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias.
	RA05	Se orienta a la consecución de acuerdos y objetivos comunes.
	RA06	Contribuye al establecimiento y aplicación de procesos y procedimientos de trabajo en equipo.
	RA07	Desarrolla su capacidad de liderazgo y no rechaza su ejercicio.
	RA08	Aplica conocimientos y formas de actuación contrastadas en situaciones conocidas a otras que son nuevas o inesperadas.
	RA09	Comprende que lo nuevo es una oportunidad de mejora y es consustancial a la vida profesional.
CG08	Autonomous learning capacity in order to acquire more knowledge on knowledge on cognitive skills and relevant contents applied to professional and business activities.	
	RA01	Identifica, establece y contrasta las hipótesis, variables y resultados de manera lógica y crítica.



	RA02	Revisa las opciones y alternativas con un razonamiento crítico que permita discutir y argumentar opiniones contrarias.
ESPECÍFICAS		
CE13	Capacity of designing and analysing a Marketing Plan, and of implanting it and evaluating its impact on company's performance making use of advanced digital techniques.	
	RA01	Conoce y diferencia las competencias del Marketing Estratégico y del Marketing Operativo.
	RA02	Desarrolla de manera sistemática las diferentes fases establecidas en los diversos procesos de planificación y gestión de la función Marketing.
	RA03	Conoce las diferentes etapas de elaboración de un Plan Estratégico de Marketing.

THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

BLOCK 1: Introduction

Chapter 1: Marketing Concept and Function

Chapter 2: Strategic and Operative Marketing

Chapter 3: Marketing Research

BLOCK 2: Strategic Marketing Fundamentals

Chapter 4: Market Segmentation and Target Group Selection

Chapter 5: Brand Positioning

Chapter 6: Brand Strategy

BLOCK 3: Marketing Decisions

Chapter 7: Product Decisions

Chapter 8: Pricing Decisions

Chapter 9: Communication Decisions

Chapter 10: Distribution Decisions

BLOCK 4: Marketing Plan

TEACHING METHODOLOGY

General methodological aspects of the subject

Theoretical classes, in which the theoretical content of the subject will be exposed, through audiovisual resources and a guided debate of



the concepts exposed will be encouraged.

Practical classes, in which business cases will be analyzed through individual and group work. This part will involve the study of specific cases, the documentation corresponding to them, the resolution of the questions raised by the teacher in relation to these cases, and the discussion on the readings of articles and suggested technical notes.

The objective pursued by the work methodology is that the student knows and is able to correctly apply the theories and tools involved in the subject. To achieve this, a sequential methodology will be applied that controls the student's learning in the different phases.

The work outside the classroom, both individual and collective, will serve for the student to apply the theoretical concepts and put them into practice. The cases and presentations will evaluate the degree of acquisition of the competences that are set as objectives.

In-class Methodology: Activities

AF1. Interactive lectures
AF2. Analysis and resolution of cases
AF3: Seminars with experts
AF3. Oral presentations

CG01, CG03, CG04,
CG05, CE13, CG08

Non-Presential Methodology: Activities

AF5. Individual study and further information gathering
AF6. Analytical reading of news and articles related to the subject
AF7. Preparation of individual assignments
AF8. Group work
AF9. Academic tutorials

CG01, CG03, CG04,
CG05, CE13, CG08

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS	
Lectures of an expository nature	Analysis and resolution of cases and exercises, individually or collectively
16.00	14.00
NON-PRESENTIAL HOURS	
Analysis and resolution of cases and exercises, individually or collectively	Study and documentation
29.00	16.00
ECTS CREDITS: 3,0 (75,00 hours)	

EVALUATION AND CRITERIA

Evaluation activities	Evaluation criteria	Weight
"Individual Exam" - Individual resolution of business case	X	20 %



"Public Oral Presentation" - Individual participation in the defense of business cases resolution	X	10 %
"Active student participation in the classroom" - student participation in class discussions on articles, technical notes, etc.	X	20 %
"Evaluation of individual or collective Business Cases and tasks" .	X	20 %
"Evaluation of individual or collective mono-graphic or research tasks" . Group preparation and defense of a complete marketing Plan for an entrepreneurial proposal	X	30 %

Ratings

- Passing the subject requires a minimum of 5 in each of the evaluation concepts (final group case, individual cases, readings and attendance and participation). Students who fail to pass the subject in the first instance because they do not exceed any one of these elements, will have the opportunity to repeat the part that they have failed by means of a special individual work plan, agreed with the teacher, and based on an evaluable activity of a similar nature to that that was failed, within the academic course.
- Students who have obtained school dispensation will be evaluated through an individual final exam or by the resolution of a business case, at the teacher's discretion, and their final grade in the subject will be made up of 100% by this Rating. of 100% by this Rating.

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

- Fundamentos de Marketing. 13^a edición, 2017. Philip Kotler, Gary Armstrong. Pearson - Prentice Hall, Madrid
- Marketing Management, 3^a edición, 2016. Philip Kotler, Kevin L. Keller. Pearson International Limited. UK
- Harvard Business Publishing materials: Cases, Simulations and Core Curriculum readings

Complementary Bibliography

- Positioning, The Battle for the Mind, Al Ryes, Jack Trout. Mc Graw Hill, 2001
- Blue Ocean Strategy. W. Chan Kim, Renee Mauborgne, Harvard Business School Press (1 de enero de 2005)
- Apuntes Dirección de Marketing – Luis Aguirre de Cárcer / Marta Herrera González

<http://www.interbrand.com/es/best-global-brands/2013/Best-Global-Brands-2013.aspx>

- Marketing News, Marketing Directo, Anuncios, Distribución y Actualidad, CanalDis, Puro Marketing, Alimarket, Brandchannel