

**COURSE DATA****Data Subject**

Code	35801
Name	Marketing
Cycle	Grade
ECTS Credits	6.0
Academic year	2021 - 2022

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	2	Second term
1330 - Degree in Business Management and Administration (Ontinyent)	Faculty of Economics	2	Second term
1921 - D.D. in Business Management Administration-Law	Doubles Studies Faculty of Law - Faculty of Economics	3	First term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	6 - Foundations of marketing and market research	Obligatory
1330 - Degree in Business Management and Administration (Ontinyent)	6 - Fundamentals of marketing research	Obligatory
1921 - D.D. in Business Management Administration-Law	4 - Year 3 compulsory subjects	Obligatory

Coordination

Name	Department
TRONCH GARCIA DE LOS RIOS, JOSE EDUARDO	43 - Marketing and Market Research



SUMMARY

Marketing is a core second-year course, which is taught during the second term. This course introduces the student to the discipline of marketing and will cover the following topics: marketing planning, environment and information system, consumer behaviour, segmentation and positioning, product and branding decisions, price strategies, marketing channels decisions and strategies on marketing communications.

Marketing aims providing the student with the knowledge on the marketing function in an organisation. In doing so, this course introduces the student into the basic marketing principles, decisions and techniques. Specifically, this course follows:

- To obtain a general perspective of the marketing discipline, identifying its core and main interest areas, learning its basic principles and tools, establishing connections among topics, and learning the marketing jargon.
- To understand the role of marketing in an organisation and in the society, explaining how marketing interacts with other functional areas within organisations.
- To develop individual and team working abilities, to improve communicational skill, and learn to search and analyse different types of information resources.

To analyse different marketing situations, understanding the problems an organisation may face, and suggesting decisions and actions to solve them.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No prior knowledge is required.

OUTCOMES

1313 - Degree in Business Management and Administration

- Have organisation and planning skills.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.



- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to apply economic principles for the diagnosis and resolution of social problems such as immigration, discrimination and others that affect society and the market.
- Be able to work in a team.
- Have critical and self-critical capacity.
- Show commitment to ethics and social responsibility.
- Manage time effectively.
- Be able to learn autonomously.
- Be able to adapt to new situations.
- Show creativity.
- Show leadership and skills for mobilising the capacities of others.
- Have initiative and entrepreneurial spirit.
- Show motivation for quality.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Be able to coordinate activities.

LEARNING OUTCOMES

- Knowing the marketing functions in the organization and be able to place it in the organization chart.
- Knowing the four P's of marketing mix and their tactical and strategic implications.
- Knowing the key aspects of decisions related to the marketing plan.
- Ability to formulate a marketing plan.
- Knowing the main instruments of communication within the marketing environment.
- Knowing the main types of distributors and their most important functions.
- Knowing the models of product life cycle.
- Knowing the importance of the price and the main decisions regarding it.
- Ability to establish the necessary resources for adequate knowledge of the market and of relationships with both customers and suppliers.
- Knowing the main marketing strategies and be able to apply them in a competitive environment.
- Formulating and developing a basic market research process.

DESCRIPTION OF CONTENTS



1. The role of marketing in the company: strategic importance, concepts and evolution

- 1.1.- The role of marketing in the strategic planning of the company
- 1.2.- The marketing process and the creation of the value offer
- 1.3.- Marketing in the digital universe
- 1.4.- Integral management of marketing effort: the marketing plan
- 1.5.- Ethics in marketing

2. Marketing environment, information management and marketing analytics

- 2.1.- Situation analysis: external analysis and internal analysis
- 2.2.- Marketing information systems (MIS)
- 2.3.- Market research process
- 2.4.- Marketing analytics

3. Consumer behaviour and digital consumer

- 3.1.- The consumer in the offline and online consumer markets
- 3.2.- Factors influencing offline and online purchasing behavior
- 3.3.- Types of purchasing behavior
- 3.4.- The purchase decision process

4. Market segmentation, differentiation and positioning

- 4.1.- Market segmentation: offline and online environments
- 4.2.- Target strategies
- 4.3.- Differentiation strategies
- 4.4.- Positioning strategies

5. Product and branding strategies

- 5.1.- Products and services characteristics and digital environment implications
- 5.2.- Products and services decisions
- 5.3.- Branding strategies
- 5.4.- Trade marks in digital environment
- 5.5.- Product lifecycle and marketing strategies

6. Marketing channel strategies

- 6.1.- Characteristics of distribution channels
- 6.2.- Distribution channel design and management
- 6.3.- Retailers and wholesalers: functions
- 6.4.- Online placement: characteristics and strategies

**7. Communications strategies**

- 7.1.- The offline and online communication processes
- 7.2.- Advertising
- 7.3.- Sales promotion
- 7.4.- Public relations
- 7.5.- Personal selling
- 7.6.- Direct marketing
- 7.7.- Electronic marketing and online communication

8. Pricing strategies

- 8.1.- Concept and importance of pricing
- 8.2.- Pricing methods
- 8.3.- Pricing strategies
- 8.4.- Changing prices
- 8.5.- Implications for the price in the digital environment

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	5,00	0
Development of group work	25,00	0
Development of individual work	5,00	0
Study and independent work	30,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	5,00	0
Preparing lectures	10,00	0
Resolution of case studies	5,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The Marketing course methodology includes a series of activities to be carried out in the classroom, as well as actions aimed at promoting the student's autonomous work. For this reason, the participatory lecture is suggested for the development of the theoretical classes, while for the practical classes and the activities of autonomous work, a combination of activities is proposed that promote the student's involvement in the teaching-learning process.



Following the basic guidelines of the participatory lecture, students' participation in the theory sessions will be encouraged to propose examples, experiences, opinions or questions that clarify or illustrate the concepts developed during the teacher's intervention.

Teaching planning is adapted to a hybrid model in which teaching will be taught combining face-to-face with non-attendance. The adaptation to this hybrid model includes some of the following activities, proposed as a complement to the theory classes:

- Problems or short cases directly related to the topic in question that can be solved in an approximate period of 15 minutes, individually or in groups
- Introduction of current debate topics relating them to marketing concepts
- Resolution of tests type tests using the tools available in the virtual classroom
- Activities outside the classroom: field work, critical analysis of proposed readings, etc., which can be discussed in the next session

In the practice sessions different methods are combined to facilitate the teaching-learning process:

- Resolution of practical cases
- Analysis and discussion of readings
- Preparation of a team marketing plan.
- Marketing professional conferences

The planned group work will be carried out by the members of each group through face-to-face meetings in the classroom. The presentation and defense of this work will be carried out on the foreseen dates. All group members who participated in the preparation of the work must attend this presentation (*).

IMPORTANT!

This subject has a non-recoverable continuous assessment part (up to 1.0 theory points and up to 5.0 practice points); that is, the student must implement them throughout the course, according to the teacher's instructions. Their non-performance does not allow the design of a written test (exam or equivalent) able of evaluating the learning results of said activities. The reason for not being recoverable is the nature of the activities proposed (teamwork, work in the classroom, opportunity of the proposed exercise, etc.) that pursue the acquisition of knowledge and certain skills by the student and that allow both the student himself and the lecturer monitor (and therefore evaluate) the student's progress (Evaluation and Qualification Regulation, Universitat de València, art. 6, 30 may 2017).

(*): see addendum COVID-19



EVALUATION

The evaluation of the course will have two parts, which must be passed independently: a part of evaluation of theoretical knowledge and a part of evaluation of practices.

Theoretical part:

This part represents 50% of the final grade for the course. It consists of the following:

- Theory exam, which the student must take on the date set by the university. This exam will have a maximum assessment of 4.0 points, and can be designed as written or oral exam.
- Continuous evaluation of the theoretical sessions: they will be carried out at specific times of the semester, under the teacher's instructions. Its total score is up to 1.0 points. It will consist of the evaluation of the student's progress through exercises that may consist of:
 - Resolution of test-type exercises, including subject matter of one or several topics, which can be carried out through specific tools in the virtual classroom
 - Problems or short cases related to one or several topics to be solved, preferably individually: comments on current issues, critical analysis of readings or situations, proposed readings, etc.
 - More complex resolution of cases covering a significant number of topics
 - Class participation

The lecturer will distribute the 1.0 points of this section following his/her teaching criteria depending on the importance of each test, its depth or its difficulty. The score of this continuous assessment is considered NON RECOVERABLE, that is, it has to be implemented at the time and within the periods indicated by the teacher during the course.

The sum of these two sections will constitute the theory note, which will be considered approved if it scores a minimum of 2.5 points.

Practical part:

This part represents 50% of the final grade for the course and its evaluation will be made from the sum of the grades obtained in the following activities:

- Continuous non-recoverable evaluation of the practical sessions based on the drafts that the students present individually within the established deadlines (up to 3.0 points). Deliveries made after deadline may not be evaluated.
- NOT-RECOVERABLE group work consisting of the preparation, presentation and defense of the marketing plan of a company or product / service (up to 2 points: 1 point for teamwork plus 1 point for presentation and defense).

In the event that a student cannot regularly participate in the practice sessions, they must duly justify it within the indicated deadlines.



The sum of these two sections will constitute the practical note, which will be considered approved if it scores a minimum of 2.5 points.

Second call

Students who do not pass the subject on first call have the right to try on the second call. The conditions are as follows:

- The mark of the approved part in the first call, theory or practice, is saved for the second call (not for subsequent courses).
- To pass the theory in the second call it will be necessary to pass an exam on the official date of the second call. The score of this exam (up to 4.0 points) plus the mark of the continuous non-recoverable evaluation, that will be kept from the first call, must sum at least 2.5 points. As in the first call, this exam can be designed as written or oral exam.
- To approve the practices in the second call, it will be necessary to present, at the day of the second call exam and with the prior knowledge and authorization of the teacher of the course, the drafts of the scheduled practices that will be prepared by the student in an individual way. The teacher will indicate to the student how they should present them: face-to-face, in person or online, hard copy, electronic format, through the virtual classroom, by email, etc. The minimum mark to pass this part is 2.5 points. In the case of an individual work, the maximum mark of the practical part will be 4 points, because of impossibility of evaluating teamwork related skills.

REFERENCES

Basic

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- Kotler, P. y Armstrong, G. (2017). Fundamentos de Marketing 13ª ed. Pearson. México
- Chaffey, D., Ellis-Chadwick, F. (2016). Digital Marketing 6ª ed. Pearson. Harlow
- Kotler, P., Kartajaya, H. y Setiawan, I. (2017). Marketing 4.0. Wiley. Nueva Jersey
- Mizik, N. y Hanssens, D. (2018). Handbook of Marketing Analytics. Edward Elgar Publishing, Northampton

Additional

- Kotler, P. y Armstrong, G. (2012). Marketing 14ª ed. Pearson. México
- Kotler, P., Keller, K., Cámara, D. y Mollá, A. (2006). Dirección de Marketing 12ª ed. Pearson. Madrid
- Lovelock, C. (1997). Mercadotecnia de Servicios, 3ª ed. Prentice Hall. México
- Mollá Descals, A. (Coord.) (2000). Coneixements bàsics de màrqueting. Publicacions de la Universitat de València
- Trespalacios, J., Vázquez, R. y Bello, I. (2005). Investigación de Mercados. - Métodos de Recogida y Análisis de Información para la Toma de Decisiones en Marketing. Thomson. Madrid
- Bigné, E., Ruiz, C. y Andreu, L. (2007). Satisfacción y lealtad del consumidor online. En Marketing en



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ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

8.- TEACHING METHODOLOGY

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

In the case of blended teaching, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.