COURSE DATA

Data Subject	
Code	40112
Name	Master's final project
Cycle	Master's degree
ECTS Credits	6.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Faculty of Economics	1	Annual

Subject-matter

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	6 - Master's final project	End Labour Studies

Coordination

Name	Department
CUENCA BALLESTER, ANTONIO CARLOS	43 - Marketing and Market Research

SUMMARY

The Final Master's Project (supervised by the tutor assigned in tutoring sessions), consists in the practical realization of a project by each of the students, with the ultimate goal of offering them the opportunity to adopt a multidisciplinary approach in the Marketing decision making within a certain industry / sector / company.
Final Master's Project, consists in the practical realization of a project by each of the students, with the ultimate goal of offering them the opportunity to adopt a multidisciplinary approach in marketing decision making within an industry / sector / company determined.
The work requires the student to analyze data from the environment and apply a large set of skills and knowledge to solve real business problems. The objective of the work is to solve some real problem in a systematic way.
The work should contain clear objectives and be useful for a specific group, facilitating managerial implications for this group (managers, shareholders, workers, etc.) that can use the results in a beneficial way. The work must demonstrate the skills of the student as a professional in the field of marketing. In this way the student must consider ethical, legal and social aspects among others.
Thus, it is an annual subject of 6 ECTS credits, which includes the preparation of a project that will be

publicly defended following the regulations established by the partner universities.

PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

Para la presentación y defensa del TFM, el alumno debe de haber superado los 34 créditos ECTS que suponen las materias obligatorias (M1, M2 y M3). Este requisito no implica que el alumno no pueda comenzar a trabajar en su proyecto, únicamente es un condicionante para su depósito.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

2114 - Master's Degree in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.

- Critically analyse one's own work and that of colleagues.
- Conocer las herramientas del marketing mix y ser capaz de utilizarlas de forma adecuada a cada contexto.
- Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.
- Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.
- Escoger la técnica de investigación de mercados adecuada al problema planteado.
- Diseñar estrategias de marketing.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.
- Diseñar mecanismos de control sobre las decisiones de marketing e investigación comercial e implementar posibles medidas correctoras.
- Realizar una adecuada segmentación y selección del público objetivo.
- Ser capaces de definir la estrategia de posicionamiento.
- Diseñar y ejecutar un plan de investigación de mercados.
- Diseñar un plan de marketing.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES (RD 1393/2007) // NO CONTENT (RD 822/2021)

- Select and correctly use different sources of information in both traditional and electronic formats.
- Handle and correctly interpret quantitative and qualitative data to turn them into useful information for decision making
- Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way.
- Articulate an oral, structured, coherent speech, with good diction and use of technical vocabulary
- Argue and counter-argue.
- Carry out a complete marketing plan applied to a particular situation:

1. Analyze the market situation of a given company
2. Appropriately select and use market research tools in marketing planning
3. Select the target audience
4. Set goals and design marketing strategies to achieve these.
5. Make decisions in a complex competitive environment
6. Design marketing actions
7. Establish control mechanisms

8. Plan temporarily

- Use the technical vocabulary of marketing

DESCRIPTION OF CONTENTS

1. Final Master's Project

The student, in agreement with his tutor, must develop a project that complies with the following guidelines:
1. Students must develop a project that consists of making marketing decisions for an organization, it is therefore to develop a marketing plan whose objectives can be internationalization, the development of a new product, the development of a strategy of positioning, the communication campaign, a distribution plan, a sales plan, ...
2. It must include an investigation. This investigation can be based on the use of a single data source (minimum) or the combination of several:
a) Secondary data
b) Data obtained through qualitative research techniques (in-depth interviews or group dynamics)
c) Data obtained through quantitative research techniques (it is recommended to use a sample of not less than 100 if it is directed to the final consumer or to 50 if it is industrial customers)
3. The contents of the work should answer the questions of Where are we? Where do we want to go? How will we do it?
4. Its extension will not exceed 100 folios. Annexes not included.

Taking into account these guidelines, the structure of the work should be adjusted, as far as possible, to the following scheme:
0. Index (contents, tables, graphs, tables)
1. Executive Summary
2. First stage: analysis of the situation.
3. Second stage: diagnosis of the situation.
4. Third stage: setting objectives
5. Fourth stage: choice of marketing strategies.
6. Fifth stage: definition of the action plans.
7. Budget and provisional exploitation account.
8. Monitoring and control of actions.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	2,00	100
Theory classes	0,00	100
Preparation of evaluation activities	148,00	0
TOTAL	**150,00**	

TEACHING METHODOLOGY

For the development of the module a tutorial system is foreseen that allows the student to direct and focus his project. In this sense, each student must contact their tutor and attend the established tutorials, where they will be advised. The student must maintain at least three interviews / contacts with the tutor, at the beginning, in the middle and at the end of the preparation of the work.

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

The TFM deposit will be made through ENTREU and students must attach the certificate of the subjects approved in the ENTREU together with the TFM; This certificate is obtained from the Virtual Secretary of the student. Additionally, a CD copy of the Work will be deposited at the Secretariat of the Department of Marketing and Market Research (1st Floor Faculty of Economics), until 2:00 p.m. of the deposit deadline.
Presentation and defense of the project

The evaluation of the Final Master Project will be carried out before a Tribunal formed by three professors that can belong to one of the two partner universities.

The student has two calls per course for the defense of his work, although he will have three possible dates from which he will have to choose only two.

The act of defense will consist of a public exhibition by the student during a maximum period of 10 minutes. Then the court will have the opportunity to ask the questions it deems appropriate. The notes will be published after said act.

REFERENCES

Basic

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- Sainz de Vicuña, J. (2021) El Plan de Marketing Digital en la Práctica 4ª. Esic. Madrid
- Hoyos, R. (2021) Plan de Marketing . Marge Books
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- Kotler, P. & Armstrong, G. (2022) Marketing: An Introduction, Global Edition. Pearson
- Westwood, J. (2019) How to Write a Marketing Plan: Define Your Strategy, Plan Effectively and Reach Your Marketing Goals. Kogan Page
- Jaeden, B. (2022) The Planning Marketing For Beginners: The Complete Guide To Building A Successful Marketing Plan & Strategies For Your Business | Tips To Find Right Target Audience & Build A Strong Brand. Amazon

Additional

- Cohen, W. (1995): The marketing plan, edit. Díaz de Santos.
- Cutropía, C. (2006): El plan de Marketing en la práctica. Como elaborarlo con ayuda informática, 3ª edición, edit. ESIC.
- Lambin, J., (1995): Marketing Estratégico, 3ª edición, edit. McGraw Hill.
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- Santesmases Mestre, M. (2007): Marketing: conceptos y estrategias. Edit. Pirámide. 5ª ed. Madrid.