

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

<b>Code</b>	42047
<b>Name</b>	Advanced analysis of consumers and competition in the marketing plan
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	5.0
<b>Academic year</b>	2020 - 2021

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2114 - M.D. in Marketing and Market Research	8 - Market strategic diagnosis in marketing planning	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
BERENGUER CONTRI, GLORIA	43 - Marketing and Market Research

**SUMMARY**

The course Advanced consumer analysis and competition in the marketing plan, whose program is described in this document, is considered basic in the training of a marketing specialist, and there is a large volume of theoretical and empirical research that supports this subject within of the discipline of marketing. At the same time, in recent decades, business practices have undergone significant changes, which are developing in parallel with the increase in market complexity. This complexity has favoured, in the context of commercialization, the development of the strategic aspect of marketing that has as one of its fundamental functions the analysis and understanding of consumers and competition.

A successful marketing planning must start from the knowledge of the consumer and the competitive forces of the market, hence the importance of the subject.



In the subject, the different aspects that affect consumer behaviour, both individually and in groups, will be analysed, the purchasing models that determine these behaviours. The models of analysis of the behaviour of the competitors, as well as the main instruments necessary for the practical application in the organizations of these models in the processes of formulating the marketing plan and in its implementation.

The generic objective is to provide information, tools, protocols and indicators that allow analysing the behaviour of the consumer and the competition. Understanding and characterizing the consumer and the competition is the first axis on which the material is constructed. The second is to know indicators that help in strategic marketing planning.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

En relación con otras asignaturas de la misma titulación, no se han especificado restricciones de matrícula con otras asignaturas del plan de estudios. Los conocimientos previos son los propios de acceso al Máster.

## OUTCOMES

### 2114 - M.D. 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.
- 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.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.
- Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.
- Realizar una adecuada segmentación y selección del público objetivo.
- Diseñar y ejecutar un plan de investigación de mercados.
- 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

- Select and correctly use different sources of information in both traditional and electronic formats.
- Handle and correctly interpret quantitative and qualitative data to convert them into useful information for decision-making.
- Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated way.
- To articulate an oral speech, structured, coherent, with good diction and use of technical vocabulary.
- Argument and counterargument.
- Identify the different consumer decision processes.
- Design instruments to analyse the behaviour of consumers and competition.
- Detect the information needs to know the consumer's decision process.
- Identify the objectives and information needs for the design of market research.
- Use the technical vocabulary of the subject.



## DESCRIPTION OF CONTENTS

### 1. Analysis of the competition and sources of competitive advantage

- 1.1. Analysis of consumer and competitors in the marketing plan
- 1.2. The analysis of the target market
- 1.3. Competition and competitive advantage
- 1.4. Competitive position: monitoring and analysis of competition

### 2. Analysis of the purchase decision process in the consumer: the pre-purchase stage

- 2.1. The consumer decision-making process
- 2.2. Recognition of the problem: concept, influencing factors and analytical tools.
- 2.3. The search for information: concept, types, dimensions and determining factors of the search process.
- 2.4. Evaluation of information.
- 2.5. Attitudes: concept, components and measurement

### 3. Analysis of the purchase decision process in the consumer: the purchase stage and the post-purchase processes

- 3.1. The purchase stage: the purchase decision and the choice of the place of purchase
- 3.2. Types of purchase
- 3.3. Consumer satisfaction
- 3.4. The post-purchase consequences: complaint and loyalty behaviour.

## WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	35,00	100
Theory classes	0,00	100
Attendance at events and external activities	9,00	0
Development of group work	10,00	0
Readings supplementary material	4,00	0
Preparation of evaluation activities	22,50	0
Preparing lectures	25,00	0
Preparation of practical classes and problem	20,00	0
<b>TOTAL</b>	<b>125,50</b>	



## TEACHING METHODOLOGY

- Theoretical classes participatory lecture.
- Resolution of practical cases.
- Seminars.
- Project development.
- Debate or directed discussion.
- Use of resources provided by Virtual Classroom (videos, questionnaires, etc...)

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

## EVALUATION

The evaluation of the subject conforms to article 6.4 of the regulations for evaluation and qualification of the University of Valencia for undergraduate and master's degrees which states: *"The overall evaluation of students can be obtained as a result of a combination of the evaluation obtained in a final test together with that obtained in the different continuous evaluation activities carried out, according to which in this sense the teaching guide collects"*.

The subject is evaluated as follows:

### 1) PART A: EXAM + CONTINUOUS ASSESSMENT (50%)

(a) EXAM ( 20%): The examination is held on the official date. It is written and consists of questions of a theoretical and practical nature. It is scored on 2 points. The minimum grade to pass this part is 1 point. This part is RECOVERABLE, so:

- If the student passes the exam, the grade can be kept for the second call in case of not passing or not presenting the group work.
- If the student does not pass this part, he/she will have to take the exam of the second call.

b) CONTINUOUS EVALUATION (30%): This is the continuous evaluation of the practical activities carried out by the student during the course, individually and/or in group, as well as various on-line questionnaires. It is scored on 3 points. The mark obtained can be saved for the second call. This part is NOT RECOVERABLE.

It is MANDATORY to carry out the practices and the questionnaires. Not carrying out any of these activities or handing them in after the deadline will be marked with a 0.

The mark obtained in the continuous evaluation will be added to the mark of the exam IF THE MINIMUM SCORE OF 1 POINT HAS BEEN REACHED IN THIS EXAM.



A minimum score of 2.5 points must be obtained to pass part A ( exam + continuous assessment).

## **2) PART B: GROUP WORK (50%)**

The realization, presentation and exhibition of a group work is scored on 5 points. The minimum grade to pass this part and to be added with part A (exam + continuous assessment) is 2.5 points. This part is RECOVERABLE, so:-

If the student passes this part, the grade can be saved for the second call in case the minimum grade in part A (exam + continuous assessment) is not obtained.

- If the student does not pass this part, he/she will have to repeat the group work presenting it in the second call.

The final mark for the course is the sum of both parts provided that the student has obtained at least 2.5 points in part A (examination + continuous assessment) and 2.5 points in part B (group work).

Attendance at class sessions is compulsory.

## **REFERENCES**

### **Basic**

- Alonso Rivas J., Grande Esteban I. (2016) 8ª edición Comportamiento del Consumidor. Decisiones y estrategia de marketing. ESIC editorial. Madrid.
- Hawkins, D. I., Best, R., Coney, K. A. (2004) 9ª edición. Comportamiento del consumidor. Construyendo estrategias de marketing. Ed. Mc Graw Hill Interamericana. Mejico. 9ª edición.
- Mollá, A., Berenguer, G., Gómez, M.A. y Quintanilla, I. (2006) Comportamiento del consumidor. Ed. UOC. Barcelona.
- Munuera Alemán, J.L. y Rodríguez Escudero, A.I. (2012): Estrategias de marketing. Un enfoque basado en el proceso de dirección. Editorial ESIC. Madrid. 2ª edición.

### **Additional**

- Alcaide, J.C.; Díez, M. (2019) Customer Experience. Las claves de la experiencia del cliente en la era digital cognitiva. ESIC. Madrid.
- Bonet, A.; Delgado, J.J.; Deza, M.; Fernández, R. (2015) El nuevo consumidor digital: el cubo noriso. Cículo Rojo Editorial.
- Cham Kim, W; Mauborgue, R. (2017) Las claves de la estrategia del océano azul. Profit Editorial. Barcelona
- Gbadamosi, A. (2018) Young Consumer Behavior. A research companion. Routledge. UK.



- Rubalcaba, L.; Cortijo Larriba, L. (2020) Economía y gestión de la experiencia de cliente. Ediciones Pirámide. ePub ISBN 978-84-368-4277-7.

## **ADDENDUM COVID-19**

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

The teaching of the 2020-2021 academic year to which this Teaching Guide refers is scheduled in face-to-face mode.

If at any time, during the course, for justified and supervening reasons it could not be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the Virtual Classroom of the subject.

Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program. The appropriate measures will be taken if necessary, to facilitate access to the training sessions of any student who has to observe quarantine unexpectedly throughout the course.