VNIVERSITAT DE VALÈNCIA

Course Guide
42047 Advanced analysis of consumers and competition in the marketing plan

COURSE DATA

Data Subject	
Code	42047
Name	Advanced analysis of consumers and competition in the marketing plan
Cycle	Master's degree
ECTS Credits	5.0
Academic year	2024 - 2025

Study (s)

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

Subject-matter

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	8 - Market strategic diagnosis in marketing planning	Obligatory

Coordination

Name	Department
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.

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.
- 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.
- 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 (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 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

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

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

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
TOTAL	**125,50**	

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 is in accordance with article 6.4 of the evaluation and grading regulations of the Universitat de València for Bachelor's and Master's degrees, which states: "The overall evaluation of the students can be obtained as a result of a combination of the evaluation obtained in a final test together with the evaluation obtained in the different activities of continuous evaluation carried out, in accordance with the teaching guide".
The subject is evaluated in the following way:
1) **PART A: EXAM + CONTINUOUS EVALUATION (50%).**
a) **EXAM** (20%): The exam is taken on the official date. It is written and consists of theoretical and practical questions. It is scored out of 2 points. The minimum grade to pass this part and be added to the grade of the continuous evaluation is 1 point. This part is RECOVERABLE, so that:
- If the student passes this part, he/she can keep the grade 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 round.
b) **CONTINUOUS EVALUATION** (30%): It is the continuous evaluation of the activities developed by the student during the course individually and/or in group (practices, online questionnaires, exercises, cases, etc.). It is scored out of 3 points. The grade obtained can be kept for the second exam. This part is NOT RECOVERABLE.
The completion of all these activities is MANDATORY. The non-completion of any of these activities or their delivery out of time will be graded with a 0.
The grade obtained in the continuous evaluation can be added to the exam grade PROVIDED THAT AT LEAST 1 POINT (out of 2) HAS BEEN OBTAINED IN THE EXAM.
In any case, in order to pass part A a minimum score of 2.5 points (exam + continuous evaluation) must be obtained.
2) PART B: GROUP WORK (50%)
The realization, presentation and exposition of a group work is scored out of 5 points. The minimum grade to pass this part and to be added with part A (exam + continuous evaluation) is 2.5 points. This part is RECOVERABLE, so that:
- If the student passes this part, he/she can keep the grade for the second call in case of not passing part A (exam + continuous evaluation).
- If the student does not pass this part, he/she will have to repeat the group work presenting it in the second exam.
The final grade of the course is the sum of both parts as long as the student has obtained at least 2.5 points in part A (exam + continuous evaluation) and 2.5 points in part B (group work).
This course cannot be passed without attending class. Attendance to class sessions is compulsory.
ACADEMIC HONESTY
The conduct consisting of copying in an exam or plagiarizing an evaluable work is contrary to the duties of students as stated in the state and internal regulations of the UV. The assessment of these dishonest practices will be governed by the provisions of Article 13 of the evaluation and grading regulations of the Universitat de València for Bachelor's and Master's degrees on Fraudulent performance of evaluation tests. Copying in an exam of this subject will lead to the opening of a disciplinary process.
POLICY STATEMENT ON THE USE OF ARTIFICIAL INTELLIGENCE
Students using Artificial Intelligence tools must use it responsibly for information analysis and research, maintaining academic integrity and complying with ethical and legal standards.

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.
- Alcaide, J.C.; Díez, M. (2019) Customer Experience. Las claves de la experiencia del cliente en la era digital cognitiva. ESIC. Madrid
- Hair Jr., J.F.; Harrison, D.; Ajjan, H. (2022) Fundamentos de analítica de marketing. McGraw Hill. Ciudad de México. ISBN 978-1-4562-9217-1.
- Mothersbaugh, D., Hawkins, D.; Kleiser, S. (2019) 14th Edición. Consumer Behavior: Building Marketing Strategy. McGraw Hill.
- Rubalcaba, L.; Cortijo, L. (2020) Economía y gestión de la experiencia del cliente. Ediciones Piramide ePub ISBN 978-1-4562-9217-1
- Sethna, Z. (2023) 5th Edición. Consumer Behaviour. ed. SAGE. London.

Additional

- 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.
- Solomon M.R. (2020). Consumer behavior: Buying, Having, and Being. 13rd ed.Pearson, England
- Solomon, M.R. (2017). Comportamiento del consumidor. 11ª ed. Pearson.