

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

<b>Code</b>	44476
<b>Name</b>	Marketing and logistics
<b>Cycle</b>	Master's degree
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2021 - 2022

**Study (s)**

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
2212 - M.U. en Dirección de Empresas. MBA 15-V.2	Faculty of Economics	1	First term

**Subject-matter**

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
2212 - M.U. en Dirección de Empresas. MBA 15-V.2	2 - Marketing and logistics	Obligatory

**Coordination**

<b>Name</b>	<b>Department</b>
FAYOS GARDÓ, TERESA	43 - Marketing and Market Research
MOLLA DESCALS, ALEJANDRO	43 - Marketing and Market Research

**SUMMARY**

The Marketing and Logistics module provides the necessary concepts and tools for decision-making in marketing management, as well as in the commercial management of logistics.

Firstly, aspects related to the study of consumer behaviour, the analysis of competition, and strategic decision-making regarding market segmentation and brand positioning are analysed. Secondly, operational decisions related to the company's product portfolio, pricing, communication and distribution channel management, are addressed in the context of the marketing plan, as well as organisational forms and structures and control measures for commercial and marketing activities. Finally, the management of logistics and transport is studied from a commercial and customer service perspective.



## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

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

### Other requirements

## OUTCOMES

### 2212 - M.U. en Dirección de Empresas. MBA 15-V.2

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Know and identify the principles of action and master plans of corporate social responsibility that allow the implementation of strategies aimed at improving confidence in the company, the relations with its environment, its image, its legitimacy and its social prestige.
- Prepare, write and publicly present business reports and projects in a clear and coherent manner, defend them with rigour and tolerance and respond satisfactorily to criticisms relating to them.
- Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.
- Analyse, synthesise and evaluate information, in a rigorous and critical manner, and be able to identify assumptions, assess evidence, detect false logic or reasoning, identify implicit values, and generalise adequately about problems and situations related to the business world.
- Act in the company's decision-making within the framework of human rights, democratic principles, the principles of equality between women and men, solidarity, environmental protection, universal accessibility and design for all, and the promotion of a culture of peace.



- Promote the ability to work in a team and to collaborate and organise the group's activities effectively and efficiently both in the area of general management and in the other functional areas of the company.
- Make both individual and collective decisions in professional practice as a company manager.
- Integrate the company into its socio-economic and competitive environment according to threats and opportunities.
- Analyse and assess the functional areas of the company with the aim of understanding its current and potential strengths and weaknesses as a support for decision making.
- Integrate the different functional areas of the company (marketing, finance, human resources, operations) in a synergistic way.
- Formulate the corporate strategy of a given company, as well as the competitive and functional strategies deriving from it.
- Apply creativity, knowledge and rigour to evaluate competitive strategies.
- Analyse different quantitative methods to solve problems in situations of uncertainty and specify the strategies to improve the company's overall performance and get ahead of competitors.
- Compare the solutions found for complex problems of company management, examine the most suitable method for decision making both at the tactical and the strategic level, and give the reasons for selecting this method.
- Organise and plan the activities of a marketing department in the business environment and in coordination with the other functional areas of the organisation.
- Manage the processes in the distribution channel efficiently and make decisions in the field of integral logistics.

## LEARNING OUTCOMES

- Understand the marketing functions in the company and be able to place them in the organisational chart.
- Understand the variables of the marketing mix and its tactical and strategic implications.
- Understand the key aspects of decisions related to the marketing plan.
- Be able to formulate a marketing plan.
- Understand the main communication instruments within the marketing environment.
- Understand the main types of distributors and their most important functions.
- Understand the models of the product life cycle and the adoption of innovations.
- Understand the importance of price and the main price decisions.



- Be able to establish the necessary resources for an understanding of the market and relations with customers and suppliers.
- Understand the main marketing strategies and apply them in a competitive environment.
- Formulate and develop a basic market research process.
- Understand how logistics operations work between companies and their clients.
- Optimise the management of transport systems in the company.
- Manage logistics from a customer service perspective.

## DESCRIPTION OF CONTENTS

### 1. Marketing

- 1.- Marketing and market orientation.
- 2.- Market analysis.
- 3.- Marketing mix strategy.
- 4.- Marketing planning and results.

### 2. Logistics

- 1.- Logistics and its activities: importance and focus.
- 2.- Logistics and transport in international trade.
- 3.- Customer service in logistics

## WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	36,00	100
Tutorials	24,00	100
Development of group work	40,00	0
Study and independent work	50,00	0
<b>TOTAL</b>	<b>150,00</b>	



## TEACHING METHODOLOGY

Informative sessions (lecture, participative classes, conferences).

Participatory teaching (individually or in group), such as analysis and resolution of cases and problems, application of techniques, oral presentations, and role playing.

Search, reading, and analysis of bibliography, articles, and reports.

## EVALUATION

The evaluation system of this subject consists of:

- Objective test in a final exam that represents 60 percent of the final mark.
- Preparation of a practical marketing plan for a product that represents 20 percent of the final mark.
- Participation in class, and performance in individual or group exercises that represents 20 percent of the final mark.

The final mark will be the result of the weighted sum of the marks obtained in the final exam and in the exercises and the practical case of the marketing plan, provided that the final exam is passed.

## REFERENCES

### Basic

- Anaya, J.J. (2015). Logística Integral. La Gestión Operativa de la Empresa. ESIC Editorial. Madrid.
- Ballou, R.H. (2004). Logística. Administración de la Cadena de Suministro. Ed. Pearson Prentice Hall.
- Best, R.J. (2007). Marketing estratégico. Ed. Pearson. Madrid.
- Cabrera Cánovas, A. (2012) Transporte internacional de mercancías. Aspectos prácticos. ICEX. 80 .
- Chernev, A. (2018). The Marketing Plan Handbook. 5th.ed. Cerebellum Press. Chicago.
- De Caleruela, F. (2015). El libro rojo de la logística. AECOC
- Kotler, P. y Armstrong, G. (2012). Marketing. Ed. Pearson. Madrid.
- Kotler, P. y Armstrong, G. (2018). Principios de Marketing. 17ª ed. Pearson. Madrid.
- Kotler, P. y Keller, K.L. (2016). Dirección de Marketing. Pearson. Madrid.
- Lambin, J.J., Galluci, C. y Sicurello, C. (2009). Dirección de Marketing. McGraw-Hill. Madrid.
- Ruiz, J.A., Gaitán, J.A. y Morato, J.L. (2005). Logística Comercial. Ed. McGraw Hill, Madrid.





## **ADDENDUM COVID-19**

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

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.