



• TEACHING PLAN FOR BUSINESS MARKETING

1. Basic description

Name of the course:	Business Marketing
Academic year:	2010-2011
Year:	2 ^o
Term:	2 ^o
Degree / Course:	Bachelor's Degree in International Business and Marketing
Course's code:	
Number of credits:	6
Total number of hours committed:	150
Teaching language:	English
Instructor:	Dr. Jordi Garolera

Timetable:

GROUP 1 :

Monday,	14:30 – 16:00
Tuesday,	17.45 – 19:15

Seminars - Groups 1A, 1B, 1C

1A: Friday,	14:30 – 15:25
1B: Friday,	15:30 – 16:25
1C: Friday,	16:30 – 17:25

GRUPO 2 :

Monday,	17:45 – 19:15
Tuesday,	14.30 – 16:00

Seminars - Groups 2A, 2B, 2C

2A: Friday,	18:00 – 18:55
2B: Friday,	19:00 – 19:55
2C: Friday,	20:00 – 20:55

2. Introduction to the course

This course deals with the issues that today's international marketers face by examining the tactical decisions made by the marketing manager and the growing interdependence of markets worldwide on the formulation of global market strategy

This course has two major interrelated objectives: 1) to enable the student the development of his/her business and marketing judgment and skills and 2) to provide the student the necessary tools to effectively manage the marketing planning process.

3. Competences to be achieved in the subject

General competences	Specific competences
<p style="text-align: center;">Instrumental</p> <p>G.I.1. Ability to search, analyze, assess and synthesize information. G.I.2. Ability to relate concepts and knowledge from different areas. G.I.3. Ability to organize and plan. G.I.4. Ability to tackle and solve problems. G.I.5. Ability to make decisions in complex and changing situations. G.I.6. Ability to prepare, present and defend arguments. G.I.8. Oral and written competence in communicating in English.</p> <p style="text-align: center;">Generic systemic</p> <p>G.S.1. Creative ability. G.S.2. Observational ability. G.S.4. Entrepreneurial ability. G.S.6. Ability to propose, develop and implement initiatives and changes within the organization.</p> <p style="text-align: center;">For applicability</p> <p>G.A.1. Ability to make operational the knowledge and skills attained. G.A.2. Ability to use quantitative criteria and qualitative insights when making decisions.</p>	<p style="text-align: center;">Disciplinary</p> <p>E.D.11. Introduce the basic marketing instruments and ability to plan commercial strategies.</p> <p style="text-align: center;">Profesional</p> <p>E.P.1. Ability to understand the decisions made by economic agents and their interaction in the markets. E.P.2. Ability to analyze economic indicators when making decisions within the organization. E.P.17. Ability to express and understand spoken and written communication in English at an advance level to apply it to the international business area. E.P.21. Ability to search and use the various information resources. E.P.22. Ability to contrast the acquired knowledge during the training process and adapt it to real situations.</p>

The above competences interrelated with the basic abilities set out in Royal Decree 1393/2007 are namely :

- a. competence to **understand knowledge** on the basis of general secondary education;
- b. competence to **apply knowledge** to day-to-day work in international management or marketing, more specifically, the ability to develop and defend arguments and to solve problems.
- c. competence to **gather and interpret** relevant **data** making possible to issue reflective judgments on economic and social reality.
- d. competence to **communicate and transmit information** (ideas, problems, solutions) to a specialized and non-specialized audience.
- e. competence to **develop learning activities** in a relative autonomous manner.

Thus, the competences developed in the subject are structured into those that are seen as a development or specification of basic knowledge and those that define the professional profile of the graduate with respect to general and specific competences.

Basic competence: **understanding knowledge**

General Competences G.I.3

Specific competences E.P.1

Competencia básica: **application of knowledge**

Specific competences E.P.22

Basic competence: **gather and interpret data**

Specific competences E.P.21

Basic competence: **communicate and transmit information**

General competences G.I.8

Specific competences E.P.17

Basic competence: **develop learning activities**

General competences. G.I.3, G.S.6

Competences that define the professional profile which are not included under basic competences

In general, these competences combine the following key elements for professionalizing students in the area of international business and marketing:

- provide students with the capacity to adapt to dynamic teams and environments.
- provide students with the capacity to create their own integral vision of the operation of a business or international marketing project.
- provide students with the capacity to make complex decisions and carry out negotiation processes.

The subject's own competences

Ability to prepare a marketing plan and integrate it with the organization's commercial strategy. Propose the best strategies for the introduction of a product in the market.

4. Contents

This course is an introduction to the subject of marketing management. It deals with the basic conceptual aspects of this field of management and introduces the student to the tools necessary for the analysis and the development of a marketing plan.

Topic 1

Definition of Marketing. Historical evolution of marketing concepts and actions.

Topic 2

The marketing plan as an instrument of analysis and implementation.

Topic 3

Analysis of the organization: philosophy, objectives, resources, capacities, strengths and weaknesses.

Topic 4

Market elements: scenarios and agents. Business definition.

Topic 5

Analysis of the environment: economic, political, social and demographic trends. Technological evolution.

Topic 6

Industry analysis. Competition analysis. Competitive strategies.

Topic 7

Market analysis. Demand measurement and forecasting. Identification and selection of segments.

Topic 8

Consumer analysis. Behavioral models. Industrial purchasing.

Topic 9

The classical variables of marketing: product, price, distribution and promotion.

Topic 10

Marketing information systems and marketing research.

Topic 11

Target definition and market coverage. Differentiation and positioning strategies.

Topic 12

Management of the product life cycle.

Topic 13

Development and introduction of new products.

Topic 14

Strategies for a global market. International marketing.

Topic 15

Product strategies. Brand management. Marketing of services.

Topic 16

Pricing strategies. Price adaptation and modification strategies.

Topic 17

Distribution strategies. Channel design. Vertical systems.

Topic 18

Communication and promotional strategies. Defining a communication strategy. Designing a campaign. The promotion mix. Channels of communication.

Topic 19

Implementation of the marketing strategy. The action plan. The marketing plan's budget.

Topic 20

Control of the marketing plan's results, cost and effectiveness.

5. Assessment

Regular term evaluation

The final grade will be determined by the weighted average of various continuous evaluation activities and a final exam

Assessment elements	Time period	Type of assessment		Assessment agent			Type of activity	Grouping		Peso (%)
		Comp	Opt	Teacher	Self-eval	Co-eval		Indiv	Group (#)	
Class participation	Throughout the course	X					Conceptual and synthesis	X		10%
Case discussions and case presentations	Throughout the course	X		X			Application and synthesis	X	X	10%
Group Project parcial submittals	Every two weeks	X		X			Application and synthesis		X	15%
Group Project final submittal and oral presentation	Friday 18 of March	X		X	X	X	Application and synthesis		X	25%
Final Exam (A minimum score of 4 is required)	Exam week	X		X			Conceptual and synthesis	X		40%

Taking the final exam and obtaining a minimum score of 4 are necessary conditions in order to pass the course.

September extraordinary evaluation

Class participation: 10%

Case discussions and case presentations 10%

If the case studies were done and presented during the term, the grade will be applied in September. In case any or all were not done during the regular term, their submittal will be required at the time of September's exam

Project: 40%

The project's completion and submittal is a necessary condition to pass the course. If the project was finished and submitted during the term, the grade will be applied in September. In case it was not completed successfully during the regular term, its submittal will be required at the time of September's exam.

Final exam 60%

Doing the final exam is a necessary condition to pass the course. In case of not attending the exam, the student will receive a "not presented" grade.

The minimum score in the final exam in order to compute with the other grading elements (class participation and team's project) is 4. In case of not attaining this score of 4, the course's final grade will be the final exam's score.

Evaluation of competences:

	GI 1	GI 2	GI 3	GI 4	GI 5	GI 6	GI 8	G A 1	G A 2	G S 1	G S 2	G S 4	G S 6	E D 11	E P 1	E P 2	E P 17	E P 21	E P 22	Propias
Class participation							X										X			X
Case discussions and presentations				X	X	X	X	X	X	X	X	X	X		X	X	X		X	X
Group project	X	X	X		X	X	X	X	X	X	X	X	X		X	X	X	X		X
Final exam							X										X			X

6. Bibliography and learning resources

Basic bibliography

Kotler, Philip, (2006). Marketing Management: Analysis, Planning and Control. Prentice-Hall.

Complementary bibliography

Santesmases, Miguel, (2002). Marketing: Conceptos y Estrategias. Pirámide.
Lambin, J.J., (2009). Strategic Marketing. McGraw-Hill

Learning resources

- Powerpoint slides for each session which will be uploaded in Aul@-Esci (Moodle platform).
- Video documentaries.
- Articles related to subject and case studies.

7. Methodology

Lectures

Students are expected to be prepared and participate actively in class discussions. Therefore, students must read prior to the class session the material related to the content of the session as specified in section 8.

Seminars

Students of a specific seminar group will form subgroups of 4 people that will work on the case study analyses and discussions and will elaborate and present the marketing plan. Case discussions will be evaluated both as a group and on an individual basis. The marketing plan will be evaluated and graded on group basis.

IN CLASSROOM	DIRECTED (OUTSIDE CLASSROOM)	AUTONOMOUS
Professor: - Professor's exposition - Doubts and questions resolutions Student: - Case study discussions - Marketing plan presentation - Final exam	Professor: - Reading and assessment of case study reports. - Reading and assessment of marketing plan sections. Student: - Case study preparation - Marketing plan elaboration	Student: - Reading of material before class - Personal individual study of the subject - Preparation for the final exam

8. Schedules activities

				Class preparation	T	Activity in class	T	Activity after class	T
Week 1 10 hours	1	Session 1	Monday 10 January	Reading	1 30	Introduction to the course. Definition of Marketing. Historical evolution of marketing concepts and actions	1 30		
	2	Session 2	Tuesday 11 January	Reading	1 30	The marketing plan as an instrument of analysis and implementation.	1 30		
	3	Seminar 1	Friday 14 January	Organizing group formation	1 00	Group formation and marketing plan's proposal	55	Search of information for Marketing Plan	4 30
Week 2 13,5 hours	4	Session 3	Monday 17 January	Reading	1 30	Analysis of the organization: philosophy, objectives, resources, capacities, strengths and weaknesses	1 30	Work on Marketing Plan: Internal Analysis	2 30
	5	Session 4	Tuesday 18 January	Reading	1 30	Market elements: scenarios and agents. Business definition	1 30	Work on Marketing Plan: Internal Analysis	2 30
	6	Seminar 2	Friday 21 January	Work on Marketing Plan: Internal Analysis	1 00	1st submittal Marketing Plan: Internal Analysis	55	Do modifications on Marketing Plan	2 30
Week 3 13,5 hours	7	Session 5	Monday 24 January	Reading	1 30	Analysis of the environment: economic, political, social and demographic trends. Technological evolution	1 30	Work on Marketing Plan: Macroenvironment	2 30
	8	Session 6	Tuesday 25 January	Reading	1 30	Industry analysis. Competition analysis. Competitive strategies	1 30	Work on Marketing Plan: Macroenvironment	2 30
	9	Seminar 3	Friday 28 January	Case preparation	1 30	Case study: Textiles Garcia	55	Work on Marketing Plan: Macroenvironment	2 30

				Class preparation	T	Activity in class	T	Activity after class	T
Week 4	10	Session 7	Monday 31 January	Reading	1 30	Market analysis. Demand measurement and forecasting. Identification and selection of segments	1 30	Work on Marketing Plan: Macroenvironment	2 30
	11	Session 8	Tuesday 1 February	Reading	1 30	Consumer analysis. Behavioral models. Industrial purchasing	1 30	Work on Marketing Plan: Macroenvironment	2 30
	12	Seminar 4	Friday 4 February	Prepare submittal	1 30	2on submittal Marketing Plan: Macroenvironment	55	Do modifications on Marketing Plan	2 30
Week 5	13	Session 9	Monday 7 February	Reading	1 30	The classical variables of marketing: product, price, distribution and promotion	1 30	Work on Marketing Plan: Microenvironment	2 30
	14	Session 10	Tuesday 8 February	Reading	1 30	Marketing information systems and marketing research	1 30	Work on Marketing Plan: Microenvironment	2 30
	15	Seminar 5	Friday 11 February	Case preparation	1 30	Case study: Zumoland	55	Work on Marketing Plan: Microenvironment	2 30
Week 6	16	Session 11	Monday 14 February	Reading	1 30	Target definition and market coverage. Differentiation and positioning strategies	1 30	Work on Marketing Plan: Microenvironment	2 30
	17	Session 12	Tuesday 15 February	Reading	1 30	Management of the product life cycle	1 30	Work on Marketing Plan: Microenvironment	2 30
	18	Seminar 6	Friday 18 February	Prepare submittal	1 30	3rd submittal Marketing Plan: Microenvironment	55	Do modifications on Marketing Plan	2 30

				Class preparation	T	Activity in class	T	Activity after class	T			
Week 7	19	Session 13	Monday 21 February	Reading	1	30	Development and introduction of new products	1	30	Work on Marketing Plan: Generic Strategies	2	30
	20	Session 14	Tuesday 22 February	Reading	1	30	Strategies for a global market. International marketing	1	30	Work on Marketing Plan: Generic Strategies	2	30
	21	Seminar 7	Friday 25 February	Prepare submittal	1	30	4th submittal Marketing Plan: Generic Strategies	55		Do modifications on Marketing Plan	2	30
Week 8	22	Session 15	Monday 28 February	Reading	1	30	Product strategies. Brand management. Marketing of services	1	30	Work on Marketing Plan: Marketing Mix	2	30
	23	Session 16	Tuesday 29 February	Reading	1	30	Pricing strategies. Price adaptation and modification strategies	1	30	Work on Marketing Plan: Marketing Mix	2	30
	24	Seminar 8	Friday 4 March	Case preparation	1	30	Case study: Godiva Europe	55		Work on Marketing Plan: Marketing Mix	2	30
Week 9	25	Holiday	Monday 7 March	Holiday			Holiday			.		
	26	Session 18	Tuesday 8 March	Reading	1	30	Distribution and communication strategies	1	30	Work on Marketing Plan: Marketing Mix	2	30
	27	Seminar 9	Friday 11 March	Prepare submittal	1	30	5th submittal Marketing Plan: Marketing Mix	55		Do modifications on Marketing Plan	2	30
Week 10	28	Session 19	Monday 14 March	Reading	1	30	Implementation of the marketing strategy. The action plan. The marketing plan's budget	1	30	Work on Marketing Plan: Implementation	2	30
	29	Session 20	Tuesday 15 March	Reading	1	30	Control of the marketing plan's results, cost and effectiveness	1	30	Work on Marketing Plan: Implementation	2	30
	30	Seminar 10	Friday 18 March	Prepare oral presentation	2		Final submittal and presentation Marketing Plan	55				

Total Hours 150