MARKETING MANAGEMENT I

Class schedule:
Monday, 8:30 - 9:45
Tuesday, 10:00 - 11:15
Thursday, 10:00 - 11:15

Course outline

TOPIC 1. INTRODUCTION TO THE MAIN MARKETING FUNCTIONS AND CONCEPTS: HISTORY AND GENERAL EVOLUTION
TOPIC 2. ASSESSING MARKETING’S CRITICAL ROLE IN ORGANIZATIONAL PERFORMANCE
TOPIC 3. BUILDING CUSTOMER SATISFACTION THROUGH QUALITY, SERVICE AND VALUE
TOPIC 4. WINNING MARKETS THROUGH MARKET ORIENTED STRATEGIES
TOPIC 5. SCANNING THE MARKETING ENVIRONMENT
TOPIC 6. ANALYZING CONSUMER MARKETS AND BUYER BEHAVIOR
TOPIC 7. BUSINESS BUYING BEHAVIOR
TOPIC 8. ANALYZING INDUSTRIES AND COMPETITORS
TOPIC 9. IDENTIFYING SEGMENTS AND CHOOSING TARGET MARKETS
TOPIC 10. DIFFERENTIATING AND POSITIONING THE MARKET OFFERING

COURSE ORGANIZATION AND MANAGEMENT
COURSE OBJECTIVE
To provide the student the basic tools to analyze and understand the marketing phenomena that takes place under the organizational scope.

The SWOT analysis will serve as a general guidance to better comprehend how the internal environment is relevant to design any course of action, while the external environment may well be a determinant factor, requiring all kinds of adjustments.

RECOMMENDED BOOK

TEACHING METHOD
Class sessions will be based on two main elements:

A short case study presentation and professor’s lectures. The lectures will go over the main concepts that need to be covered throughout the course, to better help students to focus attention on the most relevant issues. Participation will be highly encourage to both, ask any topic that needs further clarification, as well as any contribution, doubt or thought aimed to enrich the reciprocal know-how flow class sessions are intended to provide.

Class Language
Since this course will have students from the European Union as well as from the United States, and other countries, the regular language for the short study cases; for lecturing and for the rest of presentations and participation will be English.

Study cases
Throughout the course, students will be exposed to two different situations: general group study cases and specific group study cases.

General group study cases will consist on a study case to be solved by mainly but not exclusively through the SWOT analysis. All groups will e-mail to the professor before the due date, the text presentation, as well as the brief power point presentation. On the due date, all groups have to be prepared to make a 20 to 30 minutes presentation of the study case, as a way to encourage debate and participation in the class. The rest of the class session will be devoted to comment on the different managerial and marketing aspects the study case and its analysis entails. The presenting group will be selected at random. The expected dates for the general study case presentations are, Tuesday, November 7, and Thursday November 30.

General study cases will be related with the main aspects this Marketing Management course touches upon. The text presentation above mentioned, will be anywhere from 4 to 7 pages long at the very most. Quality, not quantity is highly appreciated and valued.
If desired, the first general study case may be substituted by a “Field Trip” to “La Palma Mineral and Commercial Tradeshow”, that will take place on Sunday, October 22, in La Palma town, located 20 Km. From Barcelona city. This option can be chosen as long as:

- ESCI agrees on that possibility;
- At least half of the group members agree on this alternative, based on a practical approach to a study case;
- The group decision is taken and communicated to the professor, no later than Monday, October 16.
- Those groups that chose the Mineral and Commercial Tradeshow, as their first group case study, will be provided with the bus schedule, as well as a map of La Palma town and directions to take the round trip easily and avoid uncertainties while in the tradeshow.

Specific short study case presentations. Starting from Monday, October 16, each class session will begin with a brief short case study presented by one of the class groups. The presenting group will hand in a 4 to a 7 page paper to the professor before the class, as well as the power point presentation that will be used to explain the situation the case deals with. The group presentations will run for about 10 to 15 minutes at the most, after which the class mates and the professor may ask questions or contribute to the analysis performed by the presenting group. The specific study cases are designed to provide each group of students with the opportunity to conduct a presentation. This class is expected to range from 10 to 15 groups of 4 team members each. All groups will present once, thus, having the opportunity to prove their communication and teamwork skills.

Examination
At the end of the season students will be administered a test examination (either true or false, or a multiple choice) to evaluate the degree to which the issues dealt in class, as well as those recommended from the study book have been well understood. The examination may as well include a few questions related with the general study cases, or the Tradeshow if appropriate.

Participation
Participation will be fostered and wanted to both, ask doubts and questions that may arise from the class sessions or the recommended text book, as well as to shed light on some marketing or corporate issues that may enrich the overall class session.

Attendance
Each academic session, the professor will go over the roster to discourage absences. According to the school regulations, attendance will be reported to ESCI to take care of any specific individual situation that might be justified.

Group characteristics
Considering the class composition, one of the objectives to pursue is to take the mutually beneficial advantage of sharing the different cultural and knowledge
backgrounds derived from the different nationalities that are likely to attend this Marketing management class. Thus, one of the aims of each group will be to balance out the right mix of students of the home country, with European Union or North American students.

To foster the benefits derived from a multi-country approach, the personal responsibilities and the teamwork performance, the work groups will have a minimum of 4 students and a maximum of 5 people.

**Skills and competences**
After the completion of this Marketing Management course students should be able to:

- Assess the importance of the internal and the external environment in the organization:
- To have a good understanding of the Marketing Management discipline as to be able to interpret organizational situations from a marketing point of view;
- To perform a good SWOT analysis;
- To be fluent in public presentations;
- To feel comfortable working in groups;
- To feel responsible for some part of the group project, and to share responsibility for the entire teamwork assignment;
- To develop the regular academic work in a multi-cultural environment;
- To get fluency in using and working with the English language.

**Logistic issues**
The first session will be fully devoted to explain the course structure, goals and ways of proceeding, to clarify any doubts or questions students may have.

Monday, October 2: closing date to form the groups of students, according with the above mentioned characteristics. After that date, the professor will put together those class members that did not become members of any group, or may make adjustments on those groups that did not meet the balance criteria previously explained. Each group will e-mail the names of its members to the professor, before Monday, October 2.

On Tuesday, October 3, the professor will avail the full group list to solve any problem that might be encountered.

On Tuesday, October 3, as well, each group will be provided with a “dossier” that will have the general cases, as well as the specific group study cases.

Also, on Tuesday, October 3, each group will be assigned with a presentation date. Group date assignment will be chosen at random.

That class session will also be devoted to avail a general scheme to conduct the SWOT analysis.

As mentioned earlier, starting from October 16, each class will begin with a short study case presentation for about 10 minutes. After the group has finished, both the class fellows and the professor may ask questions or comment on some of the issues pertaining to the situation analyzed. As
mentioned earlier as well, the days devoted to the general case study presentations will not be used for specific presentations.

As a reminder, all written assignments should be e-mailed to the professor before the presentation date. Unless there is a clear justification, those papers sent during or after the presentation, will not be able to be accepted.

To make easier following the academic sessions, a general scheme of each topic to be covered, will be e-mailed to the class in advance. However, reading from the recommended book is highly desirable and even required, since some questions on the exam may well be based on the concepts conveyed by the book.
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GRADING POLICY

The course is aimed to combine the elements that allow the professor to assess both, individual as well as teamwork performance. Since the accent is placed on the personal achievement, its weight on the overall score equals half of the total course grade. The rest of the parameters considered sum up to the rest of the final score.

- Examination: 50%. To overcome the course, it is a necessary, but not a sufficient condition to pass the examination. If the student does not obtain a passing grade (50 over 100) the course won't be overcome regardless of the final score achieved through counting the other magnitudes averaging for the final grade. Thus, to average all parameters in the final score, it will be a necessary condition to overcome the exam.

- General cases: 20%. As mentioned, general cases should be e-mailed to the professor before the class they are due. If general cases are not delivered on time, they won't be graded, thus, they won't average for the final grade.

- Specific group study cases: 20%. The same procedure holds for specific cases. Specific cases shall be handed in by e-mail to the professor before the class they are due. If specific group cases are not delivered on time, they won't be graded, thereby, not counting for the final grade.

- Individual participation: 10%. Individual participation is recommended to both, clarify doubts as well as to bring to the class knowhow and well founded thoughts and opinions.

If a student takes the exam in September, the applicable criteria will be the same as if the student had taken it at the end of the term. However, those students that could not attend the due papers and other requirements throughout the regular class schedule, will pass the course if their grade on the exam equals or overcomes a 70 over 100.