

COURSE SYLLABUS

Academic year 2012-2013

1. COURSE DESCRIPTION

Degree:	Administración y Dirección de Empresas (English teaching)
Double Degree:	Derecho y Administración y Dirección de Empresas (English teaching)
Course:	MARKETING MANAGEMENT I (Dirección Comercial I - English teaching)
Module:	1: Basic Training in Business and Economic Sciences
Department:	Business Organization and Marketing
Academic Year:	2012-2013
Term:	Second term
Total Credits:	6
Year:	2nd
Type of Course:	Basic
Course Language:	English

Teaching model:	B1	
a. General/background:		60%
b. Theory-into-practice/developmental knowledge-building		40%
c. Guided Academic Activities:		

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2. TEACHING TEAM INFORMATION

2.1. Course coordinator: Emily Grott

2.2. Teachers

Name:	EMILY GROTT
Faculty:	Business Administration
Department:	Business Organization and Marketing
Academic Area:	Marketing
Category:	Profesora Asociada
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Name:	M^a ÁNGELES RAMÓN JERÓNIMO
Faculty:	Business Administration
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3. ACADEMIC CONTEXT

3.1. Course Description and Objectives

- Acquire an overview of the set of marketing-related problems faced by profit and non-profit organizations alike.
- Learn how to apply marketing concepts, principles & strategies.
- Develop an ability to put theoretical notions into practice and apply knowledge to real business scenarios.
- Foster an interest in researching and managing information needed for effective marketing decision-making.
- Build effective communication skills both when presenting/expressing ideas in groups / individually, and when understanding the ideas expressed by others.

3.2. Contribution to the Training Plan

Increasingly competitive markets and dynamic environments call for increasingly more effective management. This is true in the case of both non-profit and profit organizations. Hence, marketing's role in the business arena is more important than ever before. Learning the tricks of the trade involves developing a wide range of skills that enable effective decision-making in business contexts. Specifically, the study of the basic decisions relative to commercial's policies, the knowledge about the market and commercial strategies.

3.3. Recommendations or Prerequisites

We recommend an active attitude and implication to students enrolled in this course, participating actively during classes. It is required that students have a working command of the English language as the material and teaching in this course is entirely in English.

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4. SKILLS

4.1 Degree Skills Developed during this Course

- Capacity for analysis and synthesis
- Capacity for management and planning
- Oral and written English communication
- Identify different sources of information
- Capacity for solving problems and making decisions
- Teamwork, collaborative skills
- Critical thinking skills
- Ethical behaviour
- Working well under pressure
- Creativity
- Leadership
- Social and environmental sensibility
- Social responsibility, gender equity, universal accessibility for handicapped people criteria as drivers to act and the appropriated values for a culture of peace and democracy.
- Carry out diagnostics of situations and problems
- Mix commercial variables to reach desired goals
- Carry out basic functions enfolded in the management process: planning, leadership, organization and control.
- Understanding and applying corporate governance, corporate social responsibility, business ethics.

4.2. Module Skills Developed during this Course

- Grasp and apply Marketing concepts

4.3. Course-specific Skills

- Be aware of the consequences of the commercial policies and decisions
- Grasp the market
- Be aware of the important role of clients, competitors and environment in the definition of commercial strategies.

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5. COURSE CONTENT (COURSE TOPICS)

PART ONE: UNDERSTANDING MARKETING.

UNIT 1: MARKETING CONCEPTS AND TOOLS

- 1.1. Defining Marketing.
- 1.2. Core Marketing concepts.
- 1.3. Marketing Management and the company.
- 1.4. Company orientations toward the Marketplace.
- 1.5. Customer satisfaction. Transactional Marketing & Relationship Marketing

PART TWO: STRATEGIC PLANNING AND ANALYZING MARKETING OPPORTUNITIES

UNIT 2: MARKETING STRATEGIC PLANNING

- 2.1. Strategic Marketing Process: planning, implementation and control phases.
- 2.2. Marketing environment.
- 2.3. Competitor identification and analysis.

UNIT 3: ANALYZING MARKETS AND BUYING BEHAVIOUR

- 3.1. The Market.
- 3.2. Demand concept and its determinants.
- 3.3. Consumer markets.
 - The major factors influencing buyer behaviour.
 - The purchase decision process.
 - The stages of the purchase decision process.
- 3.4. Business markets.
 - What is organizational buying?
 - The buying decision process.
 - Participants in the business buying process, the buying center.

PART THREE: SCANNING AND SELECTING TARGET MARKETS.

UNIT 4: MARKETING RESEARCH.

- 4.1. The Marketing Information System.
- 4.2. Marketing Research. Sources and types of information.
- 4.3. Types of Marketing Research.
- 4.4. Some tools for the primary data collection.



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UNIT 5: IDENTIFYING MARKET SEGMENTS AND SELECTING TARGET MARKETS.

- 5.1. Concept of Market Segmentation.
- 5.2. Market Segmentation strategies.
- 5.3. Market Segmentation procedure.
- 5.4. Market Segmentation models.
- 5.5. Positioning the market offering.



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6. METHODOLOGY AND RESOURCES

In order to reach course objectives and skills, the methodology of Marketing Management I is based on Basic Learning and Practice and Development Learning. In presentational sessions the faculty will lead basic learning through theoretical currents covered in this course. Please note that we will not always have time cover every theme in-depth. Thus, the methodology we will adhere to is as follows: (1) presentation of theory-based topics, (2) knowledge-building grounded in course bibliography (general/specific) under the guidance of the Professor, and (3) discussion/debate and active student participation.

The aim of Practice and Development sessions is to improve the learning process through analyzing in depth course topics. It is necessary an autonomous learning . Students are expected to make good use of the following in order to successfully complete the course: explanations provided in class, course material available at the Campus Copy Center (Building no. 7 Building Celestino Mutis) and on the course WebCT site, as well as required and recommended bibliography. In-class presentations on each topic need not be exhaustive; students will have the opportunity to delve into the recommended bibliography and carry out in-depth analysis of cases during specific class sessions.

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7. ASSESSMENT

Students officially enrolled in this course will sit a Written Exam for Basic Learning assessment- worth 60% of the final mark-. Written Exam will consist in 20 multiple choice questions and 2 praxis-based cases. A minimum mark of 5 (on a 10-point scale) must be achieved in order to pass this exam. To qualify for averaging of theory and praxis marks, a minimum score of 3.5/10 must be achieved on each part; the average of the two must be greater than or equal to 5/10 in order to pass. A score of 0/10 on either of the praxis case questions (due to leaving it blank or providing an unacceptable solution) will result in a FAIL mark on the Written Exam, and consequently, the course. Practice and Development Learning -worth 40% of the final mark- will be assessed by means of continuous evaluation: a series of individual assignments completed in the time allotted to autonomous learning and group work carried out during class time allotted. Attendance and active participation will be considered when assessing students and assigning a final mark.

IMPORTANT, please note:

- For students officially enrolled in this course, continuous assessment obtained on Practice and Development Learning will be valid through final evaluation periods for the current academic year, but not for the following academic year.
- All students enrolled in the course must turn in a fully completed photo card to the professor within the first two weeks of class (including a valid email address).
- International exchange students (Socrates/Erasmus/PIMA) sit the same exams and are evaluated according to the same criteria as other students with the exception that they will be allowed to use a dictionary when sitting exams.

Mobility:

Those students enrolled in some of the oficial mobility programs (Sócrates-Erasmus, SICUE-Séneca, Atlánticos and so on) and following the subject out of their mobility contract could recuperate the percentage related to the continous evaluation required through some additional test included in the final exam. Students in this situation must report a written document to the teaching team before the 30th of April. Any report after this deadline must be supported by the academic coordinator of the mobility contract.

PLEASE NOTE: In compliance with Title II, Chapter II, Articles 12.2 and 14.3 of the Normativa de Régimen Académico y de Evaluación del Alumnado (signed in Consejo de Gobierno de la Universidad Pablo de Olavide de Sevilla on July 18, 2006): “With regard to essays or other homework, plagiarism and/or the use of unoriginal material—including information obtained from online sources—without explicit and proper citing (and, where required, the express permission of the author), may warrant a grade of FAIL for the module, in addition to any other applicable academic sanctions warranted



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by academic misconduct on the part of students. [...] After consulting professors, students and any other university bodies deemed necessary, the Director of the Department responsible for the module in question will decide on the need for further measures including an official academic integrity hearing.”



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8. BIBLIOGRAPHY

GENERAL READING:

- Kotler, P. & Armstrong, G.(2010). Principles of Marketing. Global Edition, 13th E., Pearson
- Kotler, P. & Keller, K. L. (2009). Marketing Management. 13th Edition. Prentice Hall.
- Malhotra, N. K. (2004). Marketing Research: An Applied Orientation. 3rd Edition. Prentice Hall
- Kotler, P. y Lane, K. (2006). Dirección de Marketing. Prentice Hall (12ª edición).
- Martín Armario, E. (1996). Marketing. Ed. Ariel, Barcelona.
- Santesmases, M. (2001). Marketing: Conceptos y Estrategias (4ª edición). Ed. Pirámide, Madrid.

SPECIFIC READING:

Class handouts and material available at the Campus Copy Center (Edif. 7 & Celestino Mutis) or on the course WebCT site.

GLOSSARY OF MARKETING TERMS:

Bennett, P.D. (2004). AMA Dictionary of Marketing Terms. 2nd Edition. American Marketing Association.

AMA Dictionary. http://www.marketingpower.com/_layouts/Dictionary.aspx