

INTRODUCTION TO MARKETING

COURSE: FIRST

SEMESTER: FIRST

TYPE: BASIC SKILLS AND LEARNING

CREDITS: 6

LANGUAGE: ENGLISH

SENIOR LECTURER: [HUGO BALLÓN](#)

1. GOALS:

The main aim of the **Introduction to Marketing** course is to provide a **general approach to marketing** issues by introducing the basic elements of marketing that can be applied to businesses and nonprofit organizations, as well as to examine the range of marketing decisions that organizations must deal with in order to sell their products and services.

This course also aims to introduce and familiarize students with the **vocabulary, concepts and tools of marketing** as an activity belonging to the business world.

During the course we will:

- Analyze the **importance of marketing** as an **economic and business activity**, as well as the different variables related to that activity.
- Give both a philosophical and practical perspective about the **meaning of marketing**.
- Have a look at the environment forces that determine all **marketing decisions in companies**.

- Learn about customer **segmentation** systems, how to **target** customer segments, as well as how to **position** products or services in the marketplace.
- Understand **customer needs** and **consumer behavior**, and how companies can build effective communication efforts with customers.
- Last, but not least, our study will bring knowledge **about the use of basic marketing tools**, such as product, price, distribution and communication.

2. SKILLS

BASIC COMPETENCES (BC)

By completing this course, students will be able to:

BC1: show knowledge and understanding in an area of study built from the base of secondary education level and, although it is supported by advanced textbooks, includes also some content extracted from the state of the art in this field of study.

BC2: apply their knowledge at the workplace, as a job or even vocation, in a professional manner and show competence typically demonstrated by arguing and problem solving within this area of study.

BC5: Have a general view of the subject in order to undertake further study with a high degree of autonomy.

GENERAL COMPETENCES

GC1: develop the language skills needed to express their ideas and proposals in an adequate way, both in the language of their “Comunidad Autónoma” and also in English.

SPECIFIC COMPETENCES

SC8: Detect and analyze correctly the factors that can influence the behavior of international consumers, from the marketing perspective, and design strategic marketing plans, on the basis of such international approach for decision making.

LEARNING OUTCOMES (RESULTS - R-):

Upon successful completion of this course, students will be able to:

- R2: apply the model of supply and demand to analyze competitive markets.
- R6: use of the English language to convey ideas and concepts in the marketing field, that is, use professional English to communicate ideas and concepts within a marketing scope. Students are also able to use marketing concepts and terminology both in Spanish/Catalan and English.
- R7: manage fundamental principles and concepts that explain consumer behavior
- R8: apply the principles and concepts of marketing
- R9: interpret and analyze the market in order to obtain a thorough knowledge of consumers and their behavior.
- R10: make decisions about the product as well as its distribution, pricing and communication in order to achieve better efficiency and effectiveness.

3. CONTENTS

Introduction & Unit 1 - Business, Value and Marketing

- Subject scope. Subject dynamics, assessment, contents...

- Global idea of Business.
- Marketing function in business. Marketing definition.
- Understanding the Marketplace and Customer Needs.

Designing a Customer driven Marketing Strategy.

- Capturing Value from Customers

Unit 2 - Marketing Strategy

- Idea of competition.
- Company vision and mission.
- Defining a Market-oriented mission.

Marketing Strategy and the Marketing Mix

Unit 3 - Company and Market Analysis

- The changing nature of marketing.
- Analyzing the Marketing environment:
 - Microenvironment
 - Macroenvironment
- Internal and external analysis Tools:
 - Value Chain
 - 5 competitive forces
 - PEST framework
 - SWOT Analysis

Unit 4 - Market Research

- Marketing information and Customer Insights
- Assessing Marketing Information Needs.
- Marketing research
- Types of Market research:
- Primary and secondary sources.

Unit 5 - Segmentation, Targeting and Positioning

- Market Segmentation
- Market Targeting
- Differentiation and Positioning
- Positioning for Competitive Advantage

Competitive Strategies

Unit 6 - Products, Services and Brands

- Defining the Product.
- Product levels.
- Product lifecycle.
- Marketing for Services. Characteristics of services
- Branding Strategy: Building Strong Brands
- New-Product Development Strategies and Process

Product Lifecycle Strategies

Unit 7 - Customer Behaviour

- Model of Consumer Behavior
- Variables affecting Consumer Behavior
- Types of Buying Decision Behavior
- The Buyer Decision Process
- Business Buyer Behavior

Unit 8 - Distribution

- Supply Chain and the Value of the Delivery Network
- What is a Marketing Channel
- Channel Behavior and Organization
- Channel Design Decisions
- Channel Management Decisions
- Own market vs. Marketplace

Unit 9 - Pricing

- What is Pricing
- Major Pricing Strategies
- Factors to Consider When Setting Prices
- Pricing Strategies: New-Products, Product Mix
- Elasticity and Demand
- Break Even

Unit 10 - Integrated Marketing Communications

- The Promotion Mix
- Integrated Marketing Communications
- IMC Options
- Developing effective Marketing Communications
- The AIDA model
- Push vs Pull strategies
- Inbound Marketing vs Outbound Marketing
- Direct-Marketing and Direct Marketing tools

Unit 11 – Trends in Marketing

- Global Marketing trends
- International Marketing challenges. Decisions. Crosscultural aspects.
- Ethical considerations

Unit 12 – Simulation

- Simulation - Round 1, Round 2 (left open)
- Simulation - Round 2 closure + round 3
- Simulation - Round 4
- Simulation - Round 5
- Simulation - Round 6
- Simulation - Round 7 (Recap)

4. COURSE REQUIREMENTS

In order to take this course, students must:

- Have access to a computer for the simulation part. **It is compulsory that at least ONE member of the team brings a device in class.**
- Use Microsoft Office or similar desktop Suite files and documents (.doc, .ppt, .xls, etc.).
- All assignments (unless other formats stated) **MUST** be submitted in **PDF**. No other formats will be accepted. Neither .doc (MSWord) nor .otc (or other Apple formats). Should any student submit another format, a grading of 0 is automatically given and the assignment will not be retaken.
- Have basic competency in the English language (B1 of Common European Language Framework).
- The teaching staff will consider the development and progress of each student individually.
- Any student who does not sit an exam and he does not justify his absence on grounds of force majeure, either to Coordination or Academic Tutoring, will lose this opportunity. He will be able to do it in the complementary period, but only in case he meets the requirements for it. If the student has provided a certificate of absence due to a case of force majeure, he will sit the exam on the complementary date and he will still keep another examination sitting. In case, he would not pass the exam on the complementary date, he will have another opportunity before the last day to record grades.

- Any student who does not make an oral presentation and he does not justify to the teacher that it has been a case of force majeure, will lose the chance to do it another day.
- Likewise, any student who does not deliver an activity on deadline and he does not justify to the teacher that it has been due to force majeure, he will miss the opportunity.
- The student who has not attended a minimum 80% of classes within a week before the midterm or final exams (having submitted the supporting documents to his/her tutor), will be excluded from the ordinary examination. In this case, the student will have to attend the complementary exam, provided that he or she meets the requirements laid out in the study program.
- The teacher will take into account the development and progression of each student individually.
- The student who doesn't attend an examination and doesn't justify the cause of force majeure in the Academic Coordination or Tutorial will lose the call and may do so during the complementary period, in the event that he or she meets the requirements of the examination. In the case of proving the cause of force majeure, will come to perform on the date of complementary, but will continue to retain a call. In this way, in the case of fail the complementary examination, he/she will have another opportunity before the closing of the minutes.
- The student who doesn't go to a presentation and doesn't justify to the teacher the cause of force majeure, will lose the call.
- The student who doesn't deliver an activity on the date indicated and doesn't justify to the teacher the cause of force majeure, will lose the call.
- The student who doesn't meet the 80% of attendance, loses the call for the final exam or the second part, being able to go to complementary in the case that meets the requirements of the subject.
- Spelling mistakes will subtract 0.1 points. If the student makes more than 20 mistakes, the teacher will stop correcting.

5. THE SIMULATOR

The main aim of using a simulation tool is to provide a **synthesized overview** of the course contents and develop the student's marketing management skills by giving them an **integrated perspective of the entire marketing operation**. The business game approach gives the students the opportunity to apply their previous knowledge as well as to enhance their understanding of product and brand management, pricing, communication mix, strategy setting, etc. The simulation provides a live business case through which students gain **hands-on marketing experience**.

Specific materials on how the simulator works and guidelines for decision making are supplied and reading them is mandatory.

The simulator is played in **teams of 6 members**. Students are placed into a very realistic international business setting where they will run a marketing division for two years in compressed time (several rounds of decision-making, each one taking 90 minutes).

There is a **Simulation team grading** according to the final team performance in the market place (competing with the rest of groups), that is, a grading based on the final ranking or score. The winner gets 10 points. The rest are automatically graded according to their distance to the winner and to the other teams above their own score.

In conclusion, the marketing simulator covers **development and implementation of a complete marketing strategy, including:**

- Market opportunity analysis
- Brand development
- Advertising
- Pricing
- Sales force management
- Profitability projections and analysis

6. ASSESSMENT AND GRADING SYSTEM:

Activity	Evaluation	Competences & Learning Outcomes	Conditions	Dedication (out of class)	Block
Simulator Business Game	25%	Competences: BC1, BC2, BC5, GC1, SC8 Learning Outcomes: R2, R6, R7, R8, R9, R10	In teams. Cannot be retaken.	20 hours	Individual /Team work 50%
Market research activity (presentation)	10%	Competences: BC1, BC2, BC5, GC1, SC8 Learning Outcomes: R6, R7, R8, R9	In teams. Must be delivered before the specified deadline. Cannot be retaken.	15 hours	
Oral questions in class/ Class participation	5%	Competences: BC1, BC2, BC5, GC1, SC8 Learning Outcomes: R2, R6, R7, R8, R9, R10	Individual. Cannot be retaken.	-	
Consumer behaviour	10%	Competences: BC1, BC2, BC5, GC1, SC8 Learning Outcomes: R6, R7, R8, R9	Individual. Must be delivered before the specified deadline. Cannot be retaken.	15 hours	
Exam 1 (units 1-6)	25%	Competences: BC1, BC2, BC5, GC1, SC8 Learning Outcomes: R2, R6, R7, R8, R9, R10	Can be retaken in "Complementarias".	25 hours	Exams
Exam 2 (units 7-11)	25%			25 hours	50%
Class hours				60 hours	
Total dedication (hours)				160 hours	

- The **weighted average** from all activities within the individual / team work block must be at least **5 points** (out of 10) in order to pass that block.
- The **weighted average** from the **two examinations** must be at least **5 points** (out of 10) in order to pass that block.
- **Grading range** for each exam is **0 to 10**.
- During the Ongoing Assessment period, only exams with a **grade equal or higher to 4,0 points** can be included in the **weighted average**.

- Any **exam** with a grading **lower** than **4,0** **needs to be retaken** in the “Complementarias” period.
- In the “Complementarias” period, any grading must be **equal or higher than 5 points**.
- **Minimum activity completion requirements:** In order to pass the course, students must have completed the **Simulator activity**. Additionally, students must also have completed **either** the **Market research activity** (in teams) or the **Consumer behaviour essay**.

The course’s **individual work** consists of the following tasks:

- **Consumer behaviour Essay (Individual)** – a short essay based on a potential customer analysis considering the concepts learned in class.
- **Oral questions in class/ Class participation** – the teacher will ask in-class questions and students are encouraged to participate and share their ideas with the group.

The course’s **teamwork** consists of the following activities:

- **Simulator Business Game** – as explained above, the simulator is played in teams of 6. The simulation grading depends on the relative standings and final score. It is automatically set by the application.
- **Market research activity presentation** – students must introduce a new product/ service idea by analyzing the market and finding customer needs that are currently not being satisfied by other existing products/ services. In the presentation,

students will explain their market analysis, present their product/ service idea and describe their target audience.

All **activities must be uploaded on the campus** (ESERP's Moodle platform). Any other form of delivery, such as sending attached files to the teacher's email account, won't be considered for grading.

7. HOMEWORK COPYING AND COPY-PASTING

Students are not allowed to submit work that has been copied, wholly or partially, from another student's homework OR from another source (i.e. internet). If students consider that a paragraph or sentence from an article or any other source is important enough to appear in their homework, they **MUST** give proper citation (by indicating author and source).

Ideas from books and essays may be incorporated in students' work but in each case the source must be cited. If students submit any work which has been copied, wholly or partially, from a book, article, essay, newspaper, the Internet or any other source, that activity or delivery is graded 0.

8. ATTENDANCE

Minimum attendance requirement: 80%.

Any student who has more than 20% unexcused absences will automatically be excluded from the system of continuous assessment regardless of his/her mark in the delivered homework or classwork.

Absences must be informed and **justified within 15 days after the absence**. Late justifications will not be accepted and the absence will not be taken off.

Class Timing:

- 5' after the official class time: The teacher starts class by giving a summary (key important points) of the previous class.
- 10' after the official class time: The teacher calls out the class list of students names
- After calling the names the teacher closes the door and starts new content. Students are not allowed to get into the class during the first hour.
- If the student shows up with a clear justification, he/she will be allowed to get in and the absence is taken off.
- 60' after the official class time (2nd hour) students may get into the class. His/her absence is not taken off.

9. METHODOLOGY

In order to successfully complete the course, students will need to work through each unit and all of its assigned materials. Students will also need to participate in the discussion topics introduced in class.

For each class students are supposed to have read beforehand the corresponding course materials. The "Programming Schedule" has a complete detail of the course program. Class attendance is compulsory and students are supposed to put in some hours of personal work outside the classroom in order to:

- Keep up with the subject readings to better understand the class content and be able to engage in class activities.
- Keep up with the ongoing individual homework or teamwork assignments.

10. REFERENCE MATERIALS

1. “*Principles of Marketing, Global Edition*” Authors: **Philip Kotler and Gary Armstrong**. 14th Edition. Ed. Pearson

The book is also recommended for further reading. It is a basic book for any person working in communication fields.

2. “*Core Concepts of Marketing*”. Author: **John Burnett** from the Terry College of Business at the University of Georgia.

<http://www.saylor.org/site/wp-content/uploads/2012/11/Core-Concepts-of-Marketing.pdf>

Book licensed under a Creative Commons Attribution 3.0 License and uploaded by the Saylor.org Academy

3. Another free book, longer but having many of the contents and structure as Kotler’s one:

“*Principles of Marketing*” from The Saylor Foundation (Book licensed under a Creative Commons Attribution 3.0 License)

<http://www.saylor.org/site/textbooks/Principles%20of%20Marketing.pdf>

BOOKS FROM ESERP’S LIBRARY

- 8. *The 20 Ps of Marketing. A Complete Guide to Marketing Strategy* David Pearson, published in 2013 por Kogan Page
- 9. *Marketing Management, 1st ed.* Iacobucci, published in 2014 by Cengage Learning
- 10. *Mastering the World of Marketing: The Ultimate Training Resource from the Biggest Names in Marketing* Eric Taylor, published in 2004 by Wiley
- 11. *Introducción al Marketing* Ana Belén Casado Díaz, Ricardo Sellers Rubio, published in 2013 by Editorial Club Universitario
- 12. *Principios y estrategias de marketing* Rodríguez Ardura, Imma, published in 2011 by Oberta UOC Publishing

13. CALENDAR

SESSION	DATE	UNIT
1	26-9	Introduction & Unit 1 - Business, Value and Marketing
2	27-9	Unit 1 - Business, Value and Marketing
3	3-10	Unit 2 - Marketing Strategy
4	4-10	Unit 2 - Marketing Strategy
5	10-10	Unit 3 - Company and Market Analysis
6	11-10	Unit 3 - Company and Market Analysis
7	17-10	Unit 4 - Market Research
8	18-10	Unit 4 - Market Research
9	24-10	Unit 5 - Segmentation, Targeting and Positioning
10	25-10	Unit 5 - Segmentation, Targeting and Positioning

11	31-10	Review (Units 1 to 5)
12	7-11	EXAM (UNITS 1 to 5)
13	8-11	Unit 6 - Products, Services and Brands
14	14-11	Unit 7 - Customer Behaviour
15	15-11	Unit 7 - Customer Behaviour
16	21-11	Unit 8 - Distribution
17	22-11	Unit 8 - Distribution
18	28-11	Unit 9 – Pricing
19	29-11	Unit 9 – Pricing
20	5-12	Unit 10 - Integrated Marketing Communications
21	12-12	Unit 10 - Integrated Marketing Communications
22	13-12	Unit 11 - Global Aspects
23	19-12	Review (Units 6 to 11)
24	20-12	EXAM (UNITS 6 to 11)
CHRISTMAS HOLIDAYS		Compulsory Reading: Simulation Guides
25	9-1	Unit 12 - Simulation - Round 1, Round 2 (left open)
26	10-1	Unit 12 - Simulation -Round 2 closure + round 3
27	16-1	Unit 12 - Simulation - Round 4
28	17-1	Unit 12 - Simulation - Round 5
29	23-1	Unit 12 - Simulation - Round 6
30	24-1	Unit 12 - Simulation - Round 7 (Recap)