

## **POLICIES AND MARKETING STRATEGIES**

**COURSE:** THIRD

**SEMESTER:** FIRST

**TYPE:** OBLIGATORY

**LANGUAGE:** ENGLISH

**CREDITS:** 6

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“POLICIES AND MARKETING STRATEGY” introduces the concept of marketing and focuses on the creation of Customer Value. The course emphasizes market analysis, target customer identification, and the development of marketing-mix strategies structured to deliver superior customer value proposition and organizational performance.

An important aspect that will be analyzed is the integration of the Conventional-Marketing and a brief introduction to WEB Marketing concepts and applications.

### **OBJECTIVES**

- Becoming familiar with concepts, jargon, techniques and marketing tools. They are the base of personal resources for being available to combine in the professional practice. Understanding the fundamentals, practicing with them and reflecting on the experience.
- Being able to apply them to proposed cases and real situations. Combine the personal and environmental resources in different learning contexts to demonstrate professional competence. Training in groups combined with individual practicing.
- Developing validated and meaningful learning. Reflecting individually and in plenary about the experiences lived, to crystallize learnings.

### **BASICS**

- **CB1** – That students have demonstrated to possess knowledge in this area of study, consolidating their previous knowledge.

- **CB2** – Learning to apply knowledge in the working environment in a professional way and gaining skills through elaborating and defending arguments and providing with solutions.
- **CB3** – Having the ability to gather and interpret relevant data (usually within their area of study) to make accurate judgments on relevant social, scientific or ethical issues.

## **GENERALS**

- **CG3** – Developing the capacity to empathize, adapt, work and lead international, multicultural, interdisciplinary, competitive and complex teams.
- **CG5** – Developing substantial communication English skills.
- **CG6** – Seeking and exploiting new informational resources and applying quantitative and qualitative methods in the decision-making process.
- **CG7** – Developing the capacity of transmitting information, ideas and solutions to a specialized or non-specialized public.

## **TRASVERSALS**

- **CT1** – Acting with a critical spirit, showing intellectual, cultural and scientific commitment to rigor and quality in a professional setting.
- **CT3** – Interacting in global and international contexts, to identify priorities and new business realities that allow the transfer of knowledge, building the capacity to adapt and self-manage in professional environments.
- **CT5** – Showing abilities for professional practice in multidisciplinary and complex environments, networking with various groups, using Information and Communications Technologies.
- **CT6** – Using various forms of communication, in native or foreign languages.
- **CT7** – Taking the lead in the personal development process, acquiring a complete instruction which allows for learning and living within multicultural contexts.

## **SPECIFIC**

- **CE5** – Knowing the cultural social, geopolitical and legislative environments of various international economies to contribute to a better development of the international business.

- **CE6** – Understanding and making use of the continuous changes in various international agreements, which might affect economic relationships between countries, and the activities in the international business environment.
- **CE8** – Identifying the economic, cultural, political, legal, demographic and technological environments which might bring opportunities and threats for the development of international business activities.
- **CE12** – Adapting the various communication and negotiation techniques according to the different types of audiences and defining a clear communication and negotiation objective.
- **CE13** – Managing and understanding the organizational culture and propose solutions to real problems faced when managing people within organizations.

**LEARNING OUTCOMES:**

- **R4** – Understand the characteristics of business models in different areas of the world.
- **R5** – Collect and interpret data and information to draw conclusions, reflections on social, scientific or ethical matters within the field of study.
- **R6** – Act with commitment and responsibility.
- **R7** – Properly usage of language (verbal and nonverbal) in personal and professional interactions in Catalan, Spanish and English.
- **R8** – Students will gain the ability to analyze cases-studies in a global perspective, taking into account the various social, cultural, economic and political factors of various countries.

**EVALUATION SYSTEM:**

During the semester there will be two exams, each one weighting 25% of the total grade.

The other 50% weight in the evaluation process is based on the following: 20% in-class participation, surprise quizzes and homework; and 30% a group work (written project), and the presentation of the group work.

Only the two exams can be redone. These two exams are not cumulative.

**The grade for passing the exams must be minimum five out of ten to calculate the average score with the rest of the evaluation activities.**

**It is obligatory to assist to both exams, deliver the group project and make the oral presentation.**

The professor will consider the continuous progress and evolution of each student.

The day and hour of the complementary exam will be announced within the regular time of the class. In this complementary exam the student can redo the first failed midterm; the second failed midterm; or both if it's the case.

TASK	%	DETAILS
Exam	40%	Written exam open book open notes
Marketing Research	20%	Create and submit a marketing research project and the results of conducted surveys
Final Project	20%	Works submitted after the deadline will not be accepted.

		All projects must be uploaded on Moodle. Presentations after the deadline will not be accepted. Ppt or Prezi used for the presentations must be uploaded on Moodle.
In class participation	20%	Ongoing evaluation based on participation, submission of projects, etc.
Make Up exams		Both midterms can be redone. The rest of the evaluation activities can't be redone within the complementary timetable.

## Marketing Research Mid-term PROJECT

Your goal is to create a quantitative survey addressed to the target market for our business case scenario. PLEASE CONSULT THE ADDITIONAL DOCUMENT.

### Group Work & Oral presentations (obligatory group activity):

Please consult additional document for details.

The group project presentations will be scheduled on a specific day announced by the professor in due time. **If one of the group members is missing during the presentation day, this implies that the student will be graded with 0.**

If the student brings a proof of absence, the student will be graded with the same score obtained by his/her group.

Presentations should last between 15-20 minutes. All the materials used (written projects, PowerPoints etc) must be uploaded on Moodle. The final group work presentation is scheduled on January 8<sup>th</sup> and January 11<sup>th</sup>.

The requirements for the final group work are:

Group size: **MAXIMUM 4 students**

### WRITTEN EXAM

Written exam based upon class lectures.

It will be practical. Students will be allowed to use their PCs and inclass notes during the exam.

The exam will be on 15<sup>th</sup> January 2021 and 18<sup>th</sup> January 2021 correspondingly.

**Conditionals for the average:**

**The student needs A MINIMUM GRADE OF 4 ON EACH INDIVIDUAL SECTION SO THAT THEY CAN PASS THE COURSE.**

– It is obligatory to attend exams, to deliver and to present the group work, and to complete the individual activity as conditions and limitations allow at every moment.

– Each student will be evaluated based on his/her class activity, individual and group work, and overall progress during the semester.

**– FAILURE TO COMPLETE ALL THE REQUIREMENTS WILL RESULT IN A FAIL IN THE CLASS!!!**

#### **METHODOLOGY:**

The subject is classroom-based and combines theoretical knowledge with practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies, besides making group activities in which the acquired knowledge will be put into practice. Furthermore, the students must work on their individual activities outside the Center.

Additionally, outside the classroom, students will work on a final group project to be presented at the end of the academic year.

Finally, we recommend that students work extra hour for studying for this course to consolidate the acquired knowledge of each topic. Their work will consist of making a review of the theoretical aspects handed out during classes and complement them with the basic recommended bibliography.

