

MARKETING PROJECT MANAGEMENT**COURSE:** FOURTH**SEMESTER:** SECOND**TYPE:** OBLIGATORY**CREDITS:** 6**LANGUAGE:** ENGLISH**PROFESSOR:** [SOL GARCÍA TOBAR – BERATTI](#)**OBJECTIVES:**

Project management is the use of specific knowledge, skills, tools and techniques to deliver something of value to people. The development of software for an improved business process, the construction of a building, the relief effort after a natural disaster, the expansion of sales into a new geographic market—these are all examples of projects.

All projects are a temporary effort to create value through a unique product, service or result. All projects have a beginning and an end. They have a team, a budget, a schedule and a set of expectations the team needs to meet. Each project is unique and differs from routine operations—the ongoing activities of an organization—because projects reach a conclusion once the goal is achieved.

The changing nature of work due to technological advances, globalization and other factors means that, increasingly, work is organized around projects with teams being brought together based on the skills needed for specific tasks.

Leading these projects are Project Professionals—people who either intentionally or by circumstance are asked to ensure that a project team meets its goals. Project professionals use many different tools, techniques and approaches to meet the needs of a project.

COMPETENCIES:

GENERAL

- **CB2** - That the students can apply their knowledge to their work or vocation in a professional manner and have competences typically demonstrated through devising and defending arguments and solving problems within their field of study
- **CG1** - Developing language skills and express themselves adequately and convincingly in different situations of oral and written communication in your mother tongue community and English.

SPECIFIC

- **CE4** - Manage the basic tools of strategic marketing for application in the field of advertising, public relations and marketing in domestic markets and especially international ones.

- **CE8** - Detect and correctly analyze the factors that influence the behavior of international consumers, from the perspective of marketing, design and strategic marketing plans, based on such an international approach to decision-making.

LEARNING OUTCOMES:

- **R7**- Use the tools, instruments and basic knowledge of the behavior and habits of consumers, users and recipients of goods, services and ideas techniques.
- **R9**- unfolds in complex situations or requiring the development of new solutions in both academic and occupational or professional within their field of study.
- **R5**- Identify niche markets to carry out new projects.

CONTENTS:**PART 1 – PEOPLE**

- Manage conflict
- Lead a team
- Support team performance
- Empower team members and stakeholders
- Ensure team members/stakeholders are adequately trained
- Build a team
- Address and remove impediments, obstacles, and blockers for the team

- Negotiate project agreements
- Collaborate with stakeholders
- Build shared understanding
- Engage and support virtual teams
- Define team ground rules
- Mentor relevant stakeholders
- Promote team performance through the application of emotional intelligence

PART 2 – PROCESS

- Execute project with the urgency required to deliver business value
- Manage communications
- Assess and manage risks
- Engage stakeholders
- Plan and manage budget and resources
- Plan and manage schedule
- Plan and manage quality of products/deliverables
- Plan and manage scope
- Integrate project planning activities
- Manage project changes
- Plan and manage procurement
- Manage project artifacts
- Determine appropriate project methodology/methods and practices
- Establish project governance structure

- Manage project issues
- Ensure knowledge transfer for project continuity
- Plan and manage project/phase closure or transitions

PART 3 – BUSINESS ENVIROMENT

- Plan and manage project compliance
- Evaluate and deliver project benefits and value
- Evaluate and address external business environment changes for impact on Scope
- Support organizational change
- Analysing quantitative research.

EVALUATION SYSTEM:

Course Grading

Grading system	Weighting
Individual Exam (Mandatory)	40%
10 Individual Class Activities (Optional)	10% (1% each activity)
2 Group Activities (Mandatory)	30% (15% each activity)
Final Project in group (Mandatory)	20%

Dates

- **The exam** will include all of the contents with a practical approach. **Due Date:**

See Planning of the subject

Individual & Group Activities

- **Individual Class Activities:** class activities will be done about the contents explained in class and have to be uploaded to Moodle, in a PDF format, after every class. Deliveries are **ONLY ACCEPTED** through Moodle (not accepted by mail).
- **Group Activity # 1: The Brief.** Guidelines will be provided by Moodle. **Due date:** See planning schedule.
- **Group Activity # 2: The Proposal & Research Methods.** Guidelines will be provided by Moodle. **Due date:** See planning schedule.
- **Criteria of activity evaluation:** Research done, creative thinking behind the homework, oratory skills & presentation tools.
- **Way of submission for Activity # 1 & Activity # 2:** written information in **PDF and PowerPoint** to be used in the oral presentation. Deliveries are **ONLY ACCEPTED** through Moodle (not accepted by mail) and the oral presentation will be held in class. Student must deliver just **ONE COPY** per group.

Final Project Assignment in groups

- The final project is about project management. Structure of the project – main components: Company description and analysis, market research & analysis, reporting and strategic decisions. Guidelines will be provided by Moodle. **Due date:** See Planning schedule.
- **Criteria of project evaluation:** quality of the written delivered project, oratory skills, research done, proposed strategy & presentation tools.

- **Way of submission:** written information in PDF and PowerPoint to be used in the oral presentation. Deliveries are **ONLY ACCEPTED** through Moodle (not accepted by mail) and the oral presentation will be held in class. Student must deliver just **ONE COPY** per group.

As specified before, there will one written and individual exam, covering all of the contents seen in class, **with a practical approach**, and a weigh of 40% of the final grade; the remaining 60% will be obtained by individual and group activities which guidelines will be uploaded, at least, two weeks prior to its delivery date. Non-assistance to the exam will result on a grade of 0 (zero).

The only item that is possible to be recovered in the week of recovery is the exam.

It is necessary for students to get, at least, + 40 pts out of 100 on the exam in order to do the average with the rest of the grades (activity grades).

It is necessary for students to get, at least, + 50 pts out of 100 on the activities average, in order to do the average with the exam.

To pass the subject, the average of activities and the exam has to be equal/over 50/100. Exam and activities average will become the final grade.

If an activity involves an oral presentation, group students will be graded jointly for the written presentation but may receive a different grade in their oral presentation.

Scenarios for the oral presentation date:

- **Non-attendance (and not justified)** in those classes where an activity must be delivered orally, will be considered as a "not delivered oral presentation", and will suppose a **zero** for that oral presentation for the absent student.
- Those students who **know in advanced that they won't be able to assist to the oral presentation date** and the absence is justified, must prepare a video with his/her part of the presentation in order to **project the video while the rest of the group is making their oral presentation.**
- Those student's that are absence on the delivery date due to **unexpected reasons** (illness) **and can justified** their absence on the activity day will have, at most, **3 business days after the due date in order to send a video, to the professor's email, with the presentation of the activity (their part + the rest of the group parts).** If this is not done within those days it will be considered as not presented, hence a **zero grade.**

The teacher will evaluate the attendance, as well as the active participation, both in the activities elaborations, as well as in the open debates in class. The critical and analytical student vision and thinking will be seen with special importance, as well as the elaboration of constructive feedback on the proposed activities by the classmates and the oral presentation of the activity in a group. The teacher will consider the progression and continuous evaluation of the student when grading the activities.

METHODOLOGY:

The subject is classroom/Live Streaming-based and combines theoretical knowledge with its practical implementation. Through classroom sessions, the teacher will expose contents of the program using different learning methodologies. Besides making group activities in class to apply what was learned, students must do individual activities during their own personal hours.

Finally, we recommend to the students that they use some hours of personal work to this subject every week in order to consolidate the acquired knowledge of each topic. This personal work will consist of making a review of theoretical aspects given in class, complement them with the basic bibliography and have some exercises done.

The professor will consider the development and progress of each student individually.

Any **student who does not sit the 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 exam (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.

Oral presentations

Oral presentations will be done at the **specific day detailed** by the professor **in the schedule.** Oral presentations for each homework must be done on the designated dates. If the student is **missing that day, unjustified**, this means a **zero grade** for that student. If the **absence is justified**, the student will make the presentation according to what was mentioned in the **“Scenarios for the oral presentation date”** section.

Any presentation format can be used (powerpoint, prezi, etc.) and creativity will be very welcomed. The presentation material has to be uploaded in Moodle according to

the guidelines of the activity that are available in Moodle. If the presentation material is not uploaded to the platform, the professor will grade the activity directly with a zero. For group activities students must deliver **only** 1 copy per group through Moodle and individual activities must be delivered by **all** of the students.

Hand-in conditions: Each homework-activity must have a PDF and a Powerpoint/Prezi presentation. Both have to be uploaded to Moodle.

Activity	Percentage weights	Competences and learning outcomes	Conditions	Dedication
Exam (Mandatory)	40%	CB2 – CG1 – CE4 – CE8 – R5 – R7 – R9	Individual. Can only be recovered at the complementary period if the student has delivered the mandatory homework activities.	40 hours.
Class Activities (Optional)	10%	CB2 – CG1 – CE4 – CE8 – R5 – R7 – R9	Individual. Can't be recovered. It must be delivered on the designated date.	Class time. Maximum 45 minutes in class.
Final Project (Mandatory)	20%	CB2 – CG1 – CE4 – CE8 – R5 - R7 – R9	Group activity. Can't be recovered. It must be delivered on the designated date.	50 hours.

Homework Activity # 1: The Brief (Mandatory)	15%	CB2 – CG1 – CE4 - CE8 – R5 - R7 – R9	Group activity. Can't be recovered. It must be delivered on the designated date.	10 hours.
Homework Activity # 2: The Proposal & Research Methods (Mandatory)	15%	CB2 – CG1 – CE4 - CE8 – R5 - R7 – R9	Group activity. Can't be recovered. It must be delivered on the designated date.	10 hours.

- **Total class hours: Group A & B: 56 hours, Group C: 52 hours.**
- **Total dedication outside the classroom: 110 hours.**
- **Total time of dedication to the subject: Group A & B: 166 hours. Group C: 162 hours.**

BIBLIOGRAPHY:

Compulsory Reading List

- HAGUE, P.; CUPMAN, J.; HARRISON, M.; TRUMAN, O. (2016). *Market research in practice: An introduction to gaining greater market insight.* (3rd.Edition). Kogan Page. (Available online)
- BEALL, A. (2014). *Strategic market research: A guide to conducting research that drives businesses.* (2nd Edition). iUniverse.

Optional Reading List

- MALHOTRA, N.; NUNAN, D.; BIRKS, D. (2017). *Marketing Research: An applied approach.* (5th Edition). Pearson.

- GOFFIN, K.; LEMKE, F.; KONERS, U. (2010). Identifying hidden needs: creating breakthrough products. (1st Edition). Palgrave Macmillan.
- BERGANZA, M and SAN ROMÁN, J (EDS.) (2005). Researching communication: A practical guide to methods and techniques of social communication research. Madrid, McGraw-Hill.
- CORBETTA, PIERGIORGIO (2003). *Methodology and techniques of social research*. Madrid. McGraw-Hill.
- LEVENTHAL, B. (2016). *Geodemographics for marketers: using location analysis for research and marketing*. Kogan Page.
- POOL, H. (2016). *One hour marketing. The entrepreneur's guide to simple effective marketing*. Morgan James Publishing.
- KADEN, R. (2007). *Guerrilla marketing research: Marketing research techniques that can help any business make more money*. Kogan Page.
- KADEN, R.; LINDA, G.; CONRAD, J. (2009). *More guerrilla marketing research asking the right people, the right questions, the right way, and effectively using the answers to make more money*. Kogan Page.
- SARSTEDT, M.; SCHWAIGER, M. (2011). *Measurement and research methods in international marketing*. Emerald Group Publishing Ltd.