




	PROCEDURE OF THE TEACHING COORDINATION		
	1st EDITION	CODE: PCD_D002	

COURSE SYLLABUS
ACADEMIC YEAR 2018-2019



IDENTIFICATION AND CHARACTERISTICS OF THE COURSE			
Code	500034	Credits ECTS	6
Denomination (in Spanish)	DIRECCIÓN COMERCIAL II		
Denomination (in English)	MARKETING MANAGEMENT II		
Degree	A.D.E.		
Center	Faculty of Economics and Business Sciences		
Semester	7	Character	Optional
Module	OPTIONAL		
Topic	BUSINESS MANAGEMENT		
INSTRUCTOR			
Surname, Name	Office	email	website
GALAN – LADERO, M. MERCEDES	49	mgalan@unex.es	http://ecouex.es
Knowledge Area	BUSINESS ORGANIZATION		
Department	BUSINESS MANAGEMENT AND SOCIOLOGY		
Coordinator	GALAN – LADERO, M. MERCEDES		
OBJECTIVES & SKILLS			
Objectives			
1. To understand and deepen the epistemological and methodological foundations of Marketing Management (the most relevant paradigms and theoretical models). To understand the theoretical framework for linking theory and practice.			
2. To decide in uncertain environments.			
3. Continuously update the necessary information.			
4. To develop a vision of market orientation.			
5. To design marketing – mix strategies.			
6. To manage, organize, and control the marketing activity.			
7. To analyze the marketing system (market, environment, demand, consumer behavior, information systems, etc.).			
8. To discover opportunities and threats, and study strengths and weaknesses of the company and competitors.			
9. To identify market potential and current needs.			
10. To know how to plan in Marketing Management, according to a coherent organizational model.			
11. To develop active listening skills, problem delimitation and solution negotiation in counseling situations to professionals.			
12. To express orally accurately and argue ideas or interventions (particularly in counseling situations). Show skills in oral and written communication.			
13. To learn to stimulate innovation processes and working groups in the enterprise.			
14. To become aware of the social and professional problems of Marketing Management, and learn			

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strategies to face up to them.
15. To know and apply the regulations that may influence the Marketing Management (local, regional, national and international levels).
16. To solve problems with creativity and confidence in their own knowledge.
17. To be able to communicate expertise.
18. To be educated and update knowledge continuously.
19. Teamwork.
Skills
CB2, CB3, CB4, CB5 CG1, CG2, CG3, CG4, CG5 CT1, CT3, CT4, CT5, CT6, CT7, CT8, CT9, CT10, CT11, CT12, CT13, CT14, CT15, CT16, CT17, CT18, CT19, CT20, CT21, CT22, CT23, COBA1, COBA2, COBA12.
TOPICS & CONTENT
Overview
<p>This course examines Marketing Management, deepening basic concepts explained in Marketing Management I. It is based on the strategic planning of the organization, focusing on marketing planning and, specifically, on the marketing plan.</p> <p>Then the process of strategic marketing management is analyzed (marketing analysis), integrating it in marketing planning.</p> <p>Subsequently, strategic marketing decisions (about product, price, distribution and promotion) are analyzed, also integrating them into the marketing planning.</p> <p>Finally, other marketing applications are studied, highlighting current trends (FMCG marketing, green marketing, industrial marketing, services marketing, nonprofit marketing, and international marketing).</p>
Course Content
<p>Chapter 1: MARKETING PLAN</p> <p>Theoretical content (chapter 1): 1.1. Introduction. Strategic Planning. 1.2. Marketing Planning. 1.3. Marketing Plan.</p> <p>Methodology: Explanation with PowerPoint presentation, supported by literature and audiovisual material.</p> <p>Applied Content (chapter 1): Case studies.</p> <p>Methodology: Readings and class discussion.</p>

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<p>Chapter 2: THE PROCESS OF STRATEGIC MARKETING MANAGEMENT – MARKETING ANALYSIS.</p> <p>Theoretical Content (chapter 2):</p> <ol style="list-style-type: none"> 2.1. Introduction. 2.2. Environment Analysis. 2.3. Information System. 2.4. Demand Measurement. 2.5. Market Analysis. 2.6. Market Segmentation. 2.7. Competition Analysis. 2.8. Consumer Behavior Analysis. <p>Methodology: Explanation with PowerPoint presentation, supported by literature and audiovisual material.</p> <p>Applied Content (chapter 2): Case studies.</p> <p>Methodology: Readings and class discussion.</p>
<p>Chapter 3: STRATEGIC DECISIONS IN MARKETING</p> <p>Theoretical Content (chapter 3):</p> <ol style="list-style-type: none"> 3.1. Product Strategies. 3.2. Pricing Strategies. 3.3. Distribution Strategies. 3.4. Promotion Strategies. <p>Methodology: Explanation with PowerPoint presentation, supported by literature and audiovisual material.</p> <p>Applied Content Case studies.</p> <p>Methodology: Readings and class discussion.</p>
<p>Chapter 4: MARKETING APPLICATIONS. CURRENT TRENDS.</p> <p>Theoretical Content (chapter 4):</p> <ol style="list-style-type: none"> 4.1. FMCG Marketing. 4.2. Green Marketing. 4.3. Industrial Marketing. 4.4. Services Marketing.

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- 4.5. Nonprofit Marketing.
4.6. International Marketing.

Methodology:

Explanation with PowerPoint presentation, supported by literature and audiovisual material.

Applied Content (chapter 4):

Case Studies.

Methodology:

Readings and class discussion.

FORMATIVE ACTIVITIES

Student work hours by chapter		Presential		Monitoring Activity	No presential
Chapter	Total	L	S	ST	PS
1 Theory	7.5	3			4.5
1. Practice	5	2			3
2. Theory	27.5	11			16.5
2. Practice	15	6			9
3. Theory	27.5	11			16.5
3. Practice	15	6			9
4. Theory	27.5	11			16.5
4. Practice	15	6			9
Joint Evaluation	10	4			6
TOTAL	150	60	0	0	90

L: Lecture (40 to 80 students on average according to degree)

S: Seminar (20 to 40 students on average according to degree: L unfold)

ST: Scheduled Tutorials (5 to 8 students on average according to degree)



PS: Student's personal study, individual or in-group work, references reading, ...

TEACHING METHODOLOGY

1.- Expositive method, consisting in the presentation of the contents about the course under study by the instructor. It also includes examples of problem solving by the instructor.

2.- Situation of learning / evaluation in which the students perform some test to reinforce their learning and as evaluation tool.

LEARNING RESULTS

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Students will acquire a specialization that they will allow to develop a future career with autonomy and capacity.

EVALUATION SYSTEMS

Evaluation system for classroom students

The evaluation of this optional course will be made by:

- **A written examination (one or more exams, along the semester) -70% of the final grade.**
 It will consist of a questionnaire of short questions and / or multiple choice on the topic explained.
 This exam must be passed to incorporate scores to the final grade (to take and to pass the written exam is essential, but not enough, to pass the course).
- **The completion and presentation of a work (marketing plan or similar), within the deadlines set - 30% of the final grade.**
 This work can be done in groups (up to 4 people). The dates of the written and oral presentations will be decided depending on the groups formed and previously communicated in class. The marks related with this work cannot be made up in the extraordinary calls.

The mark for this work will take place throughout the semester, with no options to make it up in the extraordinary calls (it will be maintained in all calls of this academic year).

Evaluation system for non-presential students (only 1 final and global written examination, in the official January call)

Those students who wish to use this system must notify this to the instructor during the first three weeks of the semester (article 4, section 6, of the Evaluation Rules).

Students will carry out a final global test (it will consist of a questionnaire of short questions, multiple choice, and/or development test on the topic explained), which will evaluate the theoretical - practical knowledge and acquired skills, as well as the understanding of the topics presented in class and complementary material. The surpassing of this final test of global character supposes the overcoming of the course.



For all students (regardless of the form of evaluation system chosen):

It is essential to take the test: ID card, a blue pen and pencil # 2, and having delivered the student Card (before the end of September, 2018).

Observations:

Tests, assignments and exercises of the course must be written in English. Formal language is expected.

The presentation of the papers should be always impeccable (clean, with margins and paragraphs, with a legible font, ...). Works and exercises must be digitized (unless the instructor expressly authorizes another way).

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It is not allowed to use any electronic devices in class and in exams, unless the instructor expressly authorized them.

Cheating

To cheat is defined (WordReference.com, 2016) as:

- (1) to lie (to) or behave dishonestly (with).
- (2) to violate rules or agreements.
- (3) to take an examination in a dishonest way, such as by having improper means of getting answers.

Thus, in this course, it will be considered as cheating, for example (not exhaustive):

- Submitting another person's work as your own work.
- Using (or attempts to use) any external source or unauthorized aids to answer exam questions.

Any student caught cheating on an assignment, exam, or marketing plan project, will receive a permanent 0 (zero) for final course grade.

See Academic Honesty Policy section, for more details.

TEXTBOOKS (BASIC AND COMPLEMENTARY BIBLIOGRAPHY)

Basic bibliography (recommended textbooks):

In English:

- KOTLER, PHILIP; KELLER, KEVIN LANE (2012): *Marketing Management*. 2nd Edition. USA: Pearson.



In Spanish:

- CHAMORRO MERA, ANTONIO (coord.) (2005): *Aplicaciones de Marketing*. Badajoz: Edit. Abecedario.
- KOTLER, PHILIP; KELLER, KEVIN LANE (2012): *Dirección de Marketing*. 14ª edición. México: Pearson.
- KOTLER, PHILIP; KELLER, KEVIN LANE (2016): *Dirección de Marketing*. 15ª edición. México: Pearson.
- SANTESMASES MESTRE, MIGUEL (2012). *Marketing, Conceptos y Estrategias*. 6ª edición. Madrid: Pirámide.
- SAINZ DE VICUÑA ANCÍN, JOSÉ Mª (2017): *El plan de marketing en la práctica*. 21ª edición. Madrid: Esic.

Complementary bibliography:

In English:

- BAKER, MICHAEL J. (2006): *Marketing. An Introductory Text*. 7th edition. Westburn Publishers Ltd. UK.
- DIBB, SALLY; SIMKIN, LYNDON; PRIDE, WILLIAM M.; FERRELL, O.C. (2006): *Marketing. Concepts*



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and Strategies. 5th European Edition. Houghton Mifflin. USA.

- DOYLE, PETER; STERN, PHILLIP (2006): *Marketing Management and Strategy*. Prentice Hall. 4th edition. UK.
- HOFACKER, C.F. (2001): *Internet Marketing*. 3rd edition. Wiley.
- KOTABE, MASAOKI, HELSEN, KRISTIAAN (2001): *Global Marketing Management*. 2nd edition. Wiley. USA.
- KOTLER, PHILIP; LEE, NANCY (2005): *Corporate Social Responsibility*. Wiley. USA.
- LEE, KIEFER; CARTER, STEVE (2005): *Global Marketing Management*. Oxford. USA.
- PALMER, ADRIAN (2004): *Introduction to Marketing. Theory and Practice*. Oxford. USA.
- SANTESMASES MESTRE, MIGUEL; MERINO SANZ, M. JESÚS; SÁNCHEZ HERRERA, JOAQUÍN; PINTADO BLANCO, TERESA (2011): *Fundamentals of Marketing*. Pirámide. Madrid.
- WEST, COUGLAS; FORD, JOHN; IBRAHIM, ESSAM (2006): *Strategic Marketing*. Oxford. USA.
- WINNER, RUSSELL S. (2007): *Marketing Management*. 3rd edition. Pearson – Prentice Hall. USA.



In Spanish:

- AGUIRRE GARCÍA, M^a SOLEDAD (coord.) (2000): *Marketing en Sectores Específicos*. Pirámide, Madrid.
- ALONSO RIVAS, JAVIER (2001): *Comportamiento del consumidor*. 4^a edición. Esic. Madrid.
- ALONSO RIVAS, JAVIER; GRANDE ESTEBAN, ILDEFONSO (2004): *Comportamiento del Consumidor*. 5^a edición (revisada y actualizada). Esic. Madrid.
- BARRANCO SÁIZ, FRANCISCO JAVIER (2005): *Marketing Social Corporativo. La acción social de la empresa*. Pirámide – Esic. Madrid.
- BUENO, E. (2005): *Curso Básico de Economía de la Empresa*. 4^a edición. Pirámide. Madrid.
- CHAMORRO MERA, ANTONIO; RUBIO LACOPA, SERGIO (2012): *Empresas y Empresarios Extremeños: Experiencias de Éxito*. Fundación de Caja Extremadura. Cáceres.
- DUBOIS, B. Y ROVIRA, A. (1998): *Comportamiento del consumidor*. 2^a edición. Prentice-Hall. Madrid.
- ESTEBAN TALAYA, ÁGUEDA (2006): *Principios de Marketing*. 2^a edición. ESIC. Madrid.
- FERRELL, O.C.; HARTLINE, MICHAEL D. (2006): *Estrategia de Marketing*. 3^a edición. Thomson. México.
- FERRELL, O.C.; HARTLINE, MICHAEL D.; LUCAS, GEORGE H. (2002): *Estrategia de Marketing*. 2^a edición. Thomson. México.
- FRAJ, ELENA; MARTÍNEZ SALINAS, EVA (2002): *Comportamiento del Consumidor Ecológico*. Esic. Madrid.
- GARMENDIA AGIRRE, FERMÍN; SERNA PELÁEZ, JOHN R. (2007): *El nuevo sistema de información de marketing*. ESIC. Madrid.
- GONZÁLEZ VÁZQUEZ, ENCARNACIÓN; ALÉN GONZÁLEZ, ELISA (2005): *Casos de Dirección de Marketing*. Pearson Prentice-Hall. Madrid.
- GRANDE ESTEBAN, ILDEFONSO (2005): *Marketing de los Servicios*. 4^a edición. ESIC. Madrid.
- GUARDIA MASSÓ, RAMÓN (1998): *El beneficio de compartir valores*. Ed. Deusto, S.A.
- GUTIÉRREZ RODRÍGUEZ, PABLO; CUESTA VALIÑO, PEDRO (2006): *Dirección Estratégica de Marketing. Casos prácticos*. Printed 2000. León.
- HAWKINS, DEL I.; BEST, ROGER J.; CONEY, KENNETH A. (2004): *Comportamiento del Consumidor*. 9^a edición. McGraw-Hill. México.
- KOTLER, PHILIP (2000): *Introducción al Marketing*. 2^a edición europea. Prentice-Hall. Madrid.
- KOTLER, PHILIP (2003): *Los 80 conceptos esenciales de marketing de la A a la Z*. Pearson – Prentice Hall. Madrid.
- KOTLER, P.; ARMSTRONG, G.; CÁMARA, D.; CRUZ, I. (2004): *Marketing*. 10^a edición. Pearson Prentice-Hall.

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- KOTLER, PHILIP; CÁMARA, DIONISIO; GRANDE, ILDEFONSO; CRUZ, IGNACIO (2000): *Dirección de Marketing. Edición del Milenio*. 12ª edición. Pearson Prentice-Hall. Madrid.
- LAMB, CHARLES W. Jr.; HAIR, JOSEPH F., Jr.; McDANIEL, CARL (2002): *Marketing*. 6ª edición. Thomson. México.
- LAMB, CHARLES W. Jr.; HAIR, JOSEPH F., Jr.; McDANIEL, CARL (2006): *Fundamentos de Marketing*. 4ª edición. Thomson. México.
- LAMBIN, J.J. (2003): *Marketing Estratégico*. Esic. Madrid.
- MAYNAR MARIÑO, PILAR (2007): *La Economía de la Empresa en el Espacio de Educación Superior*. McGraw-Hill. Madrid.
- MONTERO SIMÓ, Mª JOSÉ; ARAQUE PADILLA, RAFAEL ÁNGEL; GUTIÉRREZ VILLAR, BELÉN (2006): *Fundamentos de Marketing. Ejercicios y Soluciones*. McGraw-Hill. Madrid.
- MUNUERA ALEMÁN, JOSÉ LUIS; RODRÍGUEZ ESCUDERO, ANA ISABEL (1998): *Marketing Estratégico. Teoría y casos*. Pirámide.
- MUNUERA ALEMÁN, JOSÉ LUIS; RODRÍGUEZ ESCUDERO, ANA ISABEL (2006): *Estrategias de Marketing. De la teoría a la práctica*. Esic.
- PENELAS LEGUÍA, AZUCENA; GALERA CASQUET, CLEMENTINA; GALÁN LADERO, M. MERCEDES; VALERO AMARO, VÍCTOR (2012): *Marketing Solidario. El marketing en las organizaciones no lucrativas*. Pirámide, Madrid.
- PINTADO BLANCO, TERESA (2004): *Marketing para adolescentes*. Pirámide – Esic. Madrid.
- RANDALL, G. (2003): *Principios de Marketing*. 2ª edición. Thomson.
- RUFÍN MORENO, RAMÓN (1998): *Marketing (Conceptos, Instrumentos y Estrategias)*. UNED.
- RUIZ DE MAYA, SALVADOR; ALONSO RIVAS, JAVIER (2001): *Experiencias y casos de comportamiento del consumidor*. Esic. Madrid.
- SERRANO, F. (1997): *Temas de Introducción al Marketing*. 2ª edición. ESIC. Madrid.
- SOLÉ MORO, Mª LUISA (2003): *Los consumidores del siglo XXI*. 2ª edición. Esic. Madrid.
- STANTON, W.J.; ETZEL, M.J.; WALKER, B.J. (2004): *Fundamentos de Marketing*. 13ª edición. McGraw-Hill. México.
- THE BRAND COUNCIL (2002): *Topbrands. Libro de las grandes marcas en España. Vol. I*. The Brand Council. Madrid.
- VERNIS, ALFRED (coord.) (1998): *La gestión de las organizaciones no lucrativas*. Ed. Deusto, S.A.
- ZIKMUND, WILLIAM G.; D'AMICO, MICHAEL (2002): *Marketing*. Vol. I y II. 7ª edición. Thomson. México.

**Other course materials
(other resources and complementary teaching materials)**

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Links:

- American Marketing Association (AMA): <http://www.ama.org>
- Asociación Española de Estudios de Mercado, Marketing y Opinión (AEDEMO): <http://www.aedemo.es>
- Asociación Española de Marketing Académico y Profesional (AEMARK): <http://www.aemark.es>
- Asociación Mundial de Investigación en Marketing y Opinión (ESOMAR): <https://www.esomar.org>
- Asociación Nacional de Empresas de Investigación de Mercados y Opinión Pública: <http://www.aneimo.com>
- Bases de datos - Ciencias Sociales. Acceso desde UEx: <http://biblioteca.unex.es>
- Centro de Investigaciones Sociológicas: <http://www.cis.es/>
- Eurostat: <http://ec.europa.eu>
- Instituto de Estadística de Extremadura: <http://estadistica.gobex.es>
- Instituto Nacional de Estadística: <http://www.ine.es>
- Nielsen: <http://www.nielsen.com>

OFFICE HOURS

Free-access tutorials:

Instructor: GALÁN – LADERO, M. MERCEDES

Office:49

https://www.unex.es/conoce-la-uex/centros/eco/centro/profesores/info/profesor?id_pro=mgalan

Days – Hours (week)

Teaching period:

First Semester:

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.
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Second Semester:

. Tuesday: 10:30 - 12:30
. Wednesday: 10:30 - 12:30
. Thursday: 10:30 - 12:30

No teaching period:

. Wednesday: 10:00 - 13:00
. Thursday: 10:00 - 13:00

Exam teaching period:

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- Tuesday: 10:30 - 12:30
- Wednesday: 10:30-12:30
- Thursday: 10:30 - 12:30

Appointments can be arranged outside these times. Email, phone or see me after class to schedule an appointment.

RECOMMENDATIONS

Previously, it is recommended to review and update the basic content of Marketing Management I.

Attendance, timeliness and participation in class discussion are expected.

Student daily attendance to classes is recommended for the correct understanding of the course, as well as consultation of the literature to complete the chapter explained in large – group class.

The main means for document exchange and delivery of work will be the UEx Virtual Campus platform, through which resources will be made available for study and delivery deadlines for works, activities, etc.

The instructor will communicate through the UEx Virtual Campus different news related to the course. Thus, it is advisable to check it frequently, and also the UEx email account, for a proper monitoring of the course.

Students with disabilities and/or special needs

If you have or believe you have a disability and would benefit from any accommodations, or if you have special needs, you may wish to self-identify by contacting the Office for Student Affairs (*Oficina de Atención al Estudiante*).

If you have already registered, please make sure that your instructor receives a copy of the accommodation memorandum from the Office for Student Affairs within the first two weeks of classes.

It is your responsibility to inform either your instructor or the Office for Student Affairs representative in a timely manner if services / accommodations provided are not meeting your needs.

Academic honesty policy

Each student is expected to maintain the highest standards of honesty and integrity in academic and professional matters.

Academic dishonesty will not be tolerated.

Any student who has been found responsible for academic dishonesty in course work and/or exam will receive a failing grade (0 - zero) for final course grade.

Academic dishonesty includes, but is not limited to, dishonesty in quizzes, tests, or assignments; falsifying

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data, hindering the academic work of other students, cheating, plagiarism, ...

To support a productive and stimulating learning environment in class, students should show trust, respect and common courtesy for their classmates and professors, by engaging in Faculty basic rules of coexistence:

<http://ecouex.es/wp-content/uploads/2013/08/NORMATIVA-definitivo.pdf>

And specifically:

- Arriving, attending, behaving, and departing class respectfully.
- Completing all assigned readings and exercises prior to the class period.
- Taking responsibility for team and individual assignments.
- Fulfilling team obligations by showing up on time and being prepared.
- Developing cooperative relationships with other students and faculty.
- Participating in class discussion and responding to questions when asked.
- Not eating and/or drinking in class.
- Not text messaging reading email, 'whatsapp', or 'surfing' the web during class.
- Turning off cell phones during class.
- Not departing the room to respond to text or cell phone calls, or before the end of the class.
- Avoiding unnecessary talking, and listening quietly the instructor's explanation.
- Not reading outside material in class or working on other class assignments while in class.
- Complying with class instructions for laptop or tablet use.

Final note:

If changes to the syllabus or course expectations become necessary, the change will be announced in class and posted in UEx Virtual Campus.