

MODULES AND SUBJECTS

MÁSTER UNIVERSITARIO EN GESTIÓN EMPRESARIAL
UNIVERSITY MASTER IN MANAGEMENT

MODULE NAME:	MARKETING (INTERNATIONAL MANAGEMENT)				
SEMESTER	2	TYPE	SPECIALISM	ECTS	5
FACULTY	Dr. Josep Maria Coll Dr. Jatinder J. Singh Dr. Julia Wolny				

SKILL PROFILE

BASIC SKILLS		TRANSVERSAL SKILLS		GENERAL SKILLS		SPECIFIC SKILLS	
CB 6	X	CT 1	X	CG 1		CE 1	X
CB 7	X	CT 2	X	CG 2	X	CE 2	X
CB 8		CT 3	X	CG 3	X	CE 3	X
CB 9	X	CT 4	X	CG 4	X	CE 4	
CB 10	X	CT 5	X	CG 5	X	CE 5	X
		CT 6	X	CG 6	X	CE 6	X
		CT 7	X	CG 7	X	CE 7	X
				CG 8		CE 8	X
				CG 9	X	CE 9	X
				CG 10	X	CE 10	X
						CE 11	X
						CE 12	X

OBJECTIVES

Marketing is all about identifying, creating, delivering and sustaining value. Operationally, this is developed in three distinct steps. First you carefully analyse the environment (channels, competitors, consumers and company). Then, based on the analysis, you develop a marketing strategy (you segment the potential market, you select the most appealing segment, and you develop a product concept and a position) that is unique and superior to competitive offers. Only then do you develop and implement a marketing mix that is consistent & coherent with the strategy.

This course is divided into two different segments: first Creating Value, and then Delivering Value.

LEARNING OBJECTIVES

- Is able to structure marketing problems, analyse markets and develop a marketing strategy by application of theory to practical, real life situations.
- Understands the relationship between strategic decisions and specific marketing mix decisions
- Understands how the elements of the marketing mix influence consumer perception and consumer behaviour
- Can make decisions about the critical elements of the marketing mix in a given business situation
- Is familiar with the marketing implementation process inside the company.
- Is able to write a clear and solid briefing: set the research objectives, chose the methodologies and research públics Is able to able to find and use secondary sources valid and credible to have information about, population, the market, competitors, social trends, etc.
- Can Measure/ estimate the size of your potential target and market: sizing the opportunity
- Conducts a good qualitative research, with in depth interviews and/or focus groups, in order to understand the potential buyers needs, opinions, barriers, reactions to the
- product. If it is necessary accompany this with other qualitative methods to complement the insights.
- Conducts solid primary quantitative research, if possible, in order to measure key aspects about the potential buyers, their corrent knowledge and their potential interest in the new product.
- Understands the relationship between strategic decisions and specific marketing mix decisions
- Understands how the elements of the marketing mix influence consumer perception and consumer behaviour
- Develops the ability to make decisions about the critical elements of the marketing mix in a given business situation

CONTENTS

- Introduction to the Marketing Process:
 - Identifying Value
 - SWOT analysis
- Ansoff's Growth Matrix
- From Identifying to Creating Value:
 - Segmentation

- Consumer Behaviour & Decision-Making
- Reality, Perception and Context
- Positioning & Product Concept
- Benefit Laddering: Value & Values
- Product Lifecycle and Product vs. Brand
- Evaluating Marketing Investments
- Go-To-Market: Designing Channels of Distribution
- Channel performance and conflict
- Online-Offline Omnichannel challenges
- Product portfolio management: Subscription and SaaS
- Marketing & Sales Funnel
- Customer lifetime value
- Sales Management & the Sales Process
- Sales Force Organisation and Skills
- B2B Sales and the Buying Centre
- What Makes a Strong Brand
- Brands in a Digital World
- Brand Purpose and Storytelling
- Communication Models and Media
- Communications Tactics
- Behavioural Economics and Advertising
- Communications Plan
- Measuring Effectiveness
- Factors influencing pricing strategy
- Pricing Research & Experiments
- Sales Promotion

METHODOLOGY

The case studies have been carefully selected to deal with different sectors and situations as well as to teach theory. Finding the proper approach to handle a case can be difficult because there is no "one size fits all" methodology. However, as a general rule, it is useful to scan the case briefly to develop an overview of the problem to be treated, the alternatives and relevant information. One should then go back over the case slowly and thoroughly looking for data that supports or rejects the different alternatives. It is difficult to prepare a case well in less than two hours (I always needed more). After finishing, it is useful to write down a detailed action plan for the case. As you do this, new questions will arise about the validity of your assumptions and conclusions. Group discussion is the last step in the preparation process. A good group discussion will catch many obviously wrong assumptions, calculations and conclusions that would otherwise come out in class discussion.

EVALUATION

The final evaluation will be calculated as follows:

1. Class participation: quality, consistency and feedback. (30% min* - 40% max).
2. Specific evaluation tests: exams. (40% min - 50% max)
3. Carrying out work or projects (10% min –30% max)

In the event of a new health emergency that involves confinement, the activities and evaluation weights will not be altered. In case they cannot be done in person, they will be transferred to a virtual environment. Due to the difficulties in correctly evaluating participation in online environments, EADA may reduce the weighting of this component of the evaluation due to the current pandemic circumstances.