

**COURSE DATA****DATA SUBJECT**

Code: 35886
Name: Marketing Management
Cycle: OCU Studies / Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1314 - Degree in International Business	Facultat d'Economia	2	First quarter, Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1314 - Degree in International Business	Business	BASIC

COORDINATION

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SUMMARY

We propose a program that allows students to have their first met on the orientation of marketing organizations, and to enable the implementation of marketing in the professional world. In subsequent courses, the students may attend another core course on marketing as International Marketing. Thus, those who access the itinerary of Organization and Marketing will complete their training in subjects such as Market Research, Communication Strategy, International Distribution and Consumer Behavior.

Marketing is defined as a set of processes aimed at creating, communicating and delivering value to customers and for managing customer relationships in order to benefit the organization and stakeholders. The main objective of this course is to provide students with greater ability to learn and respond to the challenges of business management. It aims to introduce students in the field of Marketing, with theoretical and practical training.

Throughout the course, an overview of the process of making business decisions will be covered. Even, it will be analyzed the appropriate marketing strategies and the main key actions in the field of marketing management for organizations. The course will also provide students with the tools and techniques for making business decisions in an integrated manner, taking into account the importance of marketing planning and the social responsibility.



PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

Given the introductory nature of the subject, no previous knowledge required

COMPETENCES / LEARNING OUTCOMES

1314 - Degree in International Business

Acquire the capacity to analyse, develop and control the commercial function of companies operating in the world market.

Aprender a detectar las desigualdades entre personas para diseñar, implementar y evaluar las políticas pertinentes que faciliten la eliminación de dicha discriminación en empresas e instituciones.

Aprender las características del espíritu emprendedor.

Be able to generate ideas and detect business opportunities in international markets.

Be able to work in multidisciplinary and intercultural teams.

Conocer el método contable y los conceptos de renta y patrimonio, así como los elementos que lo integran.

Conocer las funciones de empresarios y directivos.

Conocer los elementos básicos que conforman el entorno empresarial.

Conocer los instrumentos necesarios para la creación de empresas.

Conocer los principios de elaboración de los estados financieros básicos.

Conocer los principios de valoración.

Conocer y manejar los conceptos de demanda, necesidades, oferta, comportamiento del consumidor, mercado.

Develop an ethical attitude in business, respecting human rights and the environment both in the country of origin of the company and in the different markets in which it operates.

Develop intercultural sensitivity and the ability to adapt to other geopolitical contexts.

Develop the capacity to evaluate and critically analyse international economic phenomena and agents.

Develop the capacity to prepare and defend reports that contribute to the decision-making of public and private agents.



Dominar los conceptos de organización y empresa y conocer las distintas áreas funcionales de la empresa y los distintos tipos de empresa.

Entender el objetivo y utilidad de la información contable para la gestión empresarial y la toma de decisiones.

Entender porqué existen las empresas y cuál es su relación con la sociedad.

Identificar los rasgos básicos de las distintas opciones de crecimiento de la empresa.

Know and coordinate the different elements of the global value chain, from procurement to delivery.

Manage relations between the parent companies of multinationals and their subsidiaries.

Manage the design, coordination and control mechanisms of the company's international strategy.

Planificar el lanzamiento, posicionamiento y estrategia de productos.

Prepare, interpret and analyse the accounting information of companies.

Ser capaz de diseñar y jerarquizar objetivos.

Understand and reflect on socio-economic and political contexts that affect business and economic decision-making in an international environment.

Understand the behaviour of economic agents and their interaction in global markets.

Understand the structure and functioning of companies and organisations operating in an international context.

Use the economic and financial information of the company to make decisions.

DESCRIPTION OF CONTENTS

1. Marketing: Creating and Capturing Customer Value

- 1.1 Marketing defined. Marketing process.
- 1.2 Understanding the marketplace and customer needs
- 1.3 Designing a customer driven marketing strategy
- 1.4 Building customer relationships



2. Company and Marketing Strategy

- 2.1 - Planning Marketing
- 2.2 - Marketing strategy and marketing mix
- 2.3 - Managing the marketing effort
- 2.4 - Sustainable marketing social responsibility and ethics

3. Marketing environment

- 3.1 – The microenvironment
- 3.2 – The macro environment
- 3.3 – Responding to the marketing environment

4. Marketing Information and Market Segmentation

- 4.1 – Developing marketing information
- 4.2 – Marketing research
- 4.3 – Market segmentation
- 4.4 – Market targeting

5. Consumer Behavior

- 5.1 – Characteristics Affecting Consumer Behavior
- 5.2 – Types of Buying Decision Behavior
- 5.3 – The Buyer Decision Process
- 5.4 – Business buyer behaviour

6. Product and Services Strategy: Building Customer Value

- 6.1 – What is a Product?
- 6.2 – Product and service decision
- 6.3 – Services marketing
- 6.4 – Branding strategy



7. Pricing Strategy

- 7.1 – Product pricing strategy
- 7.2 – Price adjustment strategies
- 7.3 – Price changes

8. Distribution Strategy: Delivering Customer Value

- 8.1 – Marketing channels
- 8.2 – Channel design decisions
- 8.3 – Retailing
- 8.4 – Wholesaling

9. Communication Strategy

- 9.1 - Communicating Customer Value
- 9.2 – Advertising and public relations
- 9.3 – Personal selling and sales promotion
- 9.4 – Direct and digital communications

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	25,00



Independent study and work	40,00
Preparation of lessons	10,00
Preparation for assessment activities	0,00
Resolution of case studies	10,00
Total hours	90,00

TEACHING METHODOLOGY

The teaching of theory and practical classes will be face-to-face. The non face-to-face teaching will be considered as an exception in case of justifiable reasons and provided they are authorized by the academic authorities of the University.

The method that will be applied in the classes (theoretical classes), combines the explanations given by the professor with the reading and study by the student of the recommended manual. Therefore, the professor will present during the classes the main theoretical topics and the students will have to participate in the learning process by discussing and solving different exercises. Outside the classroom, the student will have to use the manual and the appropriate digital material to prepare and/or reinforce the classes.

Practical classes will be devoted to discussion of readings, case studies and other activities that will show the real-life application of marketing in organizations. It is essential that the student is familiar with the theoretical issues before engaging in practice. Students will work individually and in groups.

EVALUATION

The evaluation of the subject will be carried out through a final exam and continuous assessment tasks.

The **written exam** consists of various questions in which students must demonstrate their knowledge of the subject, their critical thinking and their ability to put it into practice.

The **continuous evaluation** will consist of practical activities carried out individually and in groups by the student during the course, based on reading reports, resolution of cases, oral presentations, attendance and active participation in class.

The final exam accounts for 50 percent of the final grade and 50 percent corresponds to the continuous assessment part.

NOTE. The student will have to pass both the final exam and the continuous assessment to be able to pass the course.



The marks of the written exam and the continuous assessment will count only for the first and second calls of the academic year. No grade will be saved for subsequent courses.

REFERENCES

a) Basic Bibliography

Kotler, P., Armstrong, G., Balasubramanian, S., (2024). Principles of Marketing 19ed, Pearson

Reading and/or cases for the practical application of the subject. For each of the topics, a reading and/or case has been specified to serve as discussion and analysis in practical classes. See the "Practices Guide" at virtual classroom for details

b) Complementary Bibliography

Berndt, R. (2023). International Marketing Management. 1st edition, Springer Gabler, Berlin.

Chernev, A. (2010). The Marketing Plan Handbook. 6th edition, Cerebellum Press, Chicago.

Jarboe, G. (2023). Digital Marketing Fundamentals: OMCP's Official Guide to OMCA. 1st edition, John Wiley & Sons, New Jersey.