COURSE DATA

DATA SUBJECT

Code: 42047
Name: Advanced analysis of consumers and competition in the marketing plan
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Market strategic diagnosis in marketing planning	COMPULSORY

COORDINATION

BERENGUER CONTRI GLORIA

SUMMARY

The course Advanced consumer analysis and competition in the marketing plan, whose program is described in this document, is considered basic in the training of a marketing specialist, and there is a large volume of theoretical and empirical research that supports this subject within of the discipline of marketing. At the same time, in recent decades, business practices have undergone significant changes, which are developing in parallel with the increase in market complexity. This complexity has favoured, in the context of commercialization, the development of the strategic aspect of marketing that has as one of its fundamental functions the analysis and understanding of consumers and competition.

A successful marketing planning must start from the knowledge of the consumer and the competitive forces of the market, hence the importance of the subject.

In the subject, the different aspects that affect consumer behaviour, both individually and in groups, will be analysed, the purchasing models that determine these behaviours. The models of analysis of the behaviour of the competitors, as well as the main instruments necessary for the practical application in the organizations of these models in the processes of formulating the marketing plan and in its implementation.

The generic objective is to provide information, tools, protocols and indicators that allow analysing the behaviour of the consumer and the competition. Understanding and characterizing the consumer and the competition is the first axis on which the material is constructed. The second is to know indicators that help in strategic marketing planning.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

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

COMPETENCES / LEARNING OUTCOMES

2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Critically analyse one's own work and that of colleagues.

Diseñar y ejecutar un plan de investigación de mercados.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Realizar una adecuada segmentación y selección del público objetivo.

Redactar documentos e informes en marketing e investigación comercial.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de establecer los procesos de recogida de información y el tipo de datos necesarios para llevar a cabo la planificación en marketing.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de seleccionar y desarrollar en su defecto herramientas de análisis del mercado.

Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

DESCRIPTION OF CONTENTS

1. Analysis of the competition and sources of competitive advantage

2. Analysis of the purchase decision process in the consumer: the pre-purchase stage

3. Analysis of the purchase decision process in the consumer: the purchase stage and the post-purchase processes

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00

Seminar	10,00
Group work	3,50
Total hours	**43,50**

NON PRESENCIAL ACTIVITIES

Activity	**Hours**
Attendance at other activities	9,00
Individual or group project	10,00
Independent study and work	4,00
Preparation of lessons	45,00
Preparation for assessment activities	22,50
Resolution of case studies	0,00
Total hours	**90,50**

TEACHING METHODOLOGY

- Theoretical classes participatory lecture.

- Resolution of practical cases.

- Seminars.

- Project development.

- Debate or directed discussion.

- Use of resources provided by Virtual Classroom (videos, questionnaires, etc...)

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

The evaluation of the subject is in accordance with article 6.4 of the evaluation and grading regulations of the Universitat de València for Bachelor's and Master's degrees, which states: "The overall evaluation of the students can be obtained as a result of a combination of the evaluation obtained in a final test together with the evaluation obtained in the different activities of continuous evaluation carried out, in accordance with the teaching guide".
The subject is evaluated in the following way:
1) **PART A: EXAM + CONTINUOUS EVALUATION (50%).**
a) **EXAM** (20%): The exam is taken on the official date. It is written and consists of theoretical and practical questions. It is scored out of 2 points. The minimum grade to pass this part and be added to the grade of the continuous evaluation is 1 point. This part is RECOVERABLE, so that:
- If the student passes this part, he/she can keep the grade for the second call in case of not passing or not presenting the group work.

- If the student does not pass this part, he/she will have to take the exam of the second round.
b) **CONTINUOUS EVALUATION** (30%): It is the continuous evaluation of the activities developed by the student during the course individually and/or in group (practices, online questionnaires, exercises, cases, etc.). It is scored out of 3 points. The grade obtained can be kept for the second exam. This part is NOT RECOVERABLE.
The completion of all these activities is MANDATORY. The non-completion of any of these activities or their delivery out of time will be graded with a 0.
The grade obtained in the continuous evaluation can be added to the exam grade PROVIDED THAT AT LEAST 1 POINT (out of 2) HAS BEEN OBTAINED IN THE EXAM.
In any case, in order to pass part A a minimum score of 2.5 points (exam + continuous evaluation) must be obtained.
2) **PART B: GROUP WORK (50%)**
The realization, presentation and exposition of a group work is scored out of 5 points. The minimum grade to pass this part and to be added with part A (exam + continuous evaluation) is 2.5 points. This part is RECOVERABLE, so that:
- If the student passes this part, he/she can keep the grade for the second call in case of not passing part A (exam + continuous evaluation).
- If the student does not pass this part, he/she will have to repeat the group work presenting it in the second exam.
The final grade of the course is the sum of both parts as long as the student has obtained at least 2.5 points in part A (exam + continuous evaluation) and 2.5 points in part B (group work).
This course cannot be passed without attending class. Attendance to class sessions is compulsory.
ACADEMIC HONESTY
The conduct consisting of copying in an exam or plagiarizing an evaluable work is contrary to the duties of students as stated in the state and internal regulations of the UV. The assessment of these dishonest practices will be governed by the provisions of Article 13 of the evaluation and grading regulations of the Universitat de València for Bachelor's and Master's degrees on Fraudulent performance of evaluation tests. Copying in an exam of this subject will lead to the opening of a disciplinary process.
POLICY STATEMENT ON THE USE OF ARTIFICIAL INTELLIGENCE
Students using Artificial Intelligence tools must use it responsibly for information analysis and research, maintaining academic integrity and complying with ethical and legal standards.

REFERENCES

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