

**COURSE DATA****DATA SUBJECT****Code:** 44476**Name:** Marketing and logistics**Cycle:** Master's Degree**ECTS Credits:** 6**Academic year:** 2026-27**STUDY (S)**

| Degree   | Center              | Acad. year | Period        |
|--|---------------------|------------|---------------|
| 2212 - Master's Degree in Business Management. MBA | Facultat d'Economia | 1          | First quarter |

**SUBJECT-MATTER**

| Degree   | Subject-matter          | Character  |
|--|-------------------------|------------|
| 2212 - Master's Degree in Business Management. MBA | Marketing and logistics | COMPULSORY |

**COORDINATION**

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**SUMMARY**

The Marketing and Logistics module provides the necessary concepts and tools for decision-making in marketing management, as well as in the commercial management of logistics.

Firstly, aspects related to the study of consumer behaviour, the analysis of competition, and strategic decision-making regarding market segmentation and brand positioning are analysed. Secondly, operational decisions related to the company's product portfolio, pricing, communication and distribution channel management, are addressed in the context of the marketing plan, as well as organisational forms and structures and control measures for commercial and marketing activities. Finally, the management of logistics and transport is studied from a commercial and customer service perspective.



## PREVIOUS KNOWLEDGE

### RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

### OTHER REQUIREMENTS

## COMPETENCES / LEARNING OUTCOMES

### 2212 - Master's Degree in Business Management. MBA

Act in the company's decision-making within the framework of human rights, democratic principles, the principles of equality between women and men, solidarity, environmental protection, universal accessibility and design for all, and the promotion of a culture of peace.

Analyse, synthesise and evaluate information, in a rigorous and critical manner, and be able to identify assumptions, assess evidence, detect false logic or reasoning, identify implicit values, and generalise adequately about problems and situations related to the business world.

Analyse and assess the functional areas of the company with the aim of understanding its current and potential strengths and weaknesses as a support for decision making.

Analyse different quantitative methods to solve problems in situations of uncertainty and specify the strategies to improve the company's overall performance and get ahead of competitors.

Apply creativity, knowledge and rigour to evaluate competitive strategies.

Compare the solutions found for complex problems of company management, examine the most suitable method for decision making both at the tactical and the strategic level, and give the reasons for selecting this method.

Formulate the corporate strategy of a given company, as well as the competitive and functional strategies deriving from it.

Integrate the company into its socio-economic and competitive environment according to threats and opportunities.

Integrate the different functional areas of the company (marketing, finance, human resources, operations) in a synergistic way.

Know and identify the principles of action and master plans of corporate social responsibility that allow the implementation of strategies aimed at improving confidence in the company, the relations with its environment, its image, its legitimacy and its social prestige.

Make both individual and collective decisions in professional practice as a company manager.

Manage the processes in the distribution channel efficiently and make decisions in the field of integral logistics.



Organise and plan the activities of a marketing department in the business environment and in coordination with the other functional areas of the organisation.

Prepare, write and publicly present business reports and projects in a clear and coherent manner, defend them with rigour and tolerance and respond satisfactorily to criticisms relating to them.

Promote the ability to work in a team and to collaborate and organise the group's activities effectively and efficiently both in the area of general management and in the other functional areas of the company.

Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

## **DESCRIPTION OF CONTENTS**

### **1. Marketing**

- 1.- Marketing and market orientation.
- 2.- Market analysis. Strategic marketing.
- 3.- Development of new products. Operational marketing.
- 4.- Marketing planning and marketing audit.
- 5.- Market research

### **2. Logistics**

- 1.- Logistics and its activities: importance and focus.
- 2.- Logistics and transport in international trade.
- 3.- Customer service in logistics

**WORKLOAD****PRESENCIAL ACTIVITIES**

| Activity           | Hours        |
|--------------------|--------------|
| Tutorials          | 24,00        |
| Theory             | 36,00        |
| <b>Total hours</b> | <b>60,00</b> |

**NON PRESENCIAL ACTIVITIES**

| Activity                              | Hours        |
|---------------------------------------|--------------|
| Attendance at other activities        | 0,00         |
| Individual or group project           | 40,00        |
| Independent study and work            | 50,00        |
| Preparation of lessons                | 0,00         |
| Preparation for assessment activities | 0,00         |
| Resolution of case studies            | 0,00         |
| <b>Total hours</b>                    | <b>90,00</b> |

**TEACHING METHODOLOGY**

Informative sessions (lecture, participative classes, conferences).

Participatory teaching (individually or in group), such as analysis and resolution of cases and problems, application of techniques, oral presentations, and role playing.

Search, reading, and analysis of bibliography, articles, and reports.

**EVALUATION**

The evaluation system of this subject consists of:



- Objective test in a final exam that represents 60 percent of the final mark.
- Preparation of a practical marketing plan for a product that represents 20 percent of the final mark.
- Participation in class, and performance in individual or group exercises that represents 20 percent of the final mark.

The final mark will be the result of the weighted sum of the marks obtained in the final exam and in the exercises and the practical case of the marketing plan, provided that the final exam is passed.

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## REFERENCES

- - Anaya, J.J. (2015). Logística Integral. La Gestión Operativa de la Empresa. ESIC Editorial. Madrid. - Ballou, R.H. (2004). Logística. Administración de la Cadena de Suministro. Ed. Pearson Prentice Hall. - Cabrera Cánovas, A. (2012) Transporte internacional de mercancías. Aspectos prácticos. ICEX. 80 . - Chernev, A. (2018). The Marketing Plan Handbook. 5th.ed. Cerebellum Press. Chicago. - De Caleruela, F. (2015). El libro rojo de la logística. AECOC - Kotler, P. y Armstrong, G. (2012). Marketing. Ed. Pearson. Madrid. - Kotler, P. y Armstrong, G. (2018). Principios de Marketing. 17ª ed. Pearson. Madrid. - Armstrong, G. (2021). Principles of Marketing. 18th. ed. Ed. Pearson. - Kotler, P. y Keller, K.L. (2016). Dirección de Marketing. Pearson. Madrid. - Marco, Juan Antonio. (2021). Logística 5. 0: Transporta Tu Logística Al Mundo Digital. Madrid: Lid Editorial Empresarial S.L. - Marco, Juan Antonio. (2021). Logística 5.0. Editorial Almuzara.