

Curso Académico: 2022/23

143381 - Marketing Operativo

Información del programa

Titulación: 14302 - Grado en Lenguas Modernas y Gestión

Curso académico: 2022/23

Asignatura: 143381 - Marketing Operativo

Periodo impartición: Primer semestre

Curso: 2

Tipo: Formación Básica

Créditos ECTS: 6.0

Justificación

Marketing is one of the key areas within the organization to meet the firm performance objectives. At the end of this course, students will be able to understand the different decision variables in the marketing strategy, analyze them and put them together in the elaboration of a marketing plan.

This marketing course especially contributes to the development of market orientation, verbal communication as well as a systematic methodology to implement a sequential process in the planning of the marketing strategy.

Prerrequisitos

This course follows the C1 of the CEFR, as stated in the general program of the degree.

Competencias de la asignatura

GENERIC COMPETENCES:

GC1: This is the mental behaviour that questions things and concerns itself with the foundations on which our own and others' ideas, actions and judgements are based.

GC4: Actively joining and participating in the attainment of shared objectives with other persons, departments and organisations.

GC6: Seeking excellence in academic, personal and professional activity, focusing on results and continuous improvement.

Learning outcomes:

Supporting and justifying own judgements

Identifying underlying ideas, principles, models and values of critical judgements

Making judgements based on external criteria (utility, feasibility, validity, etc.)

Acting with consistency and responsibility in decisions and behavior

Helping to decide and apply the team's work processes

Acting constructively to resolve team conflicts

Helping to bring group together through way of communicating and interacting
Furthering the social importance of the activity undertaken by the group
Collaborating actively in planning of teamwork, distribution of tasks and deadlines
Directing meetings with effectiveness
Proposing clearly defined, ambitious goals to the group
Facilitating positive management of differences, disagreements and conflicts arising in team
Seeing that all members get involved with management and functioning of team
Being methodical in approach to work
Balancing personal and academic life with quality
Being results-oriented
Making good, efficient use of resources
Paying attention to others
Systematically revising own methodology
Balancing interpersonal relations and academic professional action

SPECIFIC COMPETENCES:

SC3: Demonstrates excellent oral and written English (C1-C2).

SC7: Describes and executes the communication processes of the company applying communication strategies and the necessary supports.

SC11: Distributes work assigning tasks, organizing available resources and managing the team in the field of competence.

Learning outcomes:

Making clear and convincing presentations, and non-verbal language is appropriate to the speech
Using appropriate language to convey the content, both orally and in writing
The structure of writing helps the understanding
Capturing the interest of the recipient
Including tables and graphics suitable to the content and receiver
Relating various elements (data, opinions , etc.) to reach conclusions
Answering questions with ease and confidence
Managing the information flows within the company and flows in and out
Using the appropriate format for each type of communication
Using the appropriate vocabulary taking into account the recipient of the document and its ultimate goal
Controlling the proper functioning of files
Coordinating the process of institutional communication
Communicating strategies applied both externally as well as internally
Applying business protocol and good practices in interpersonal relations both inside the company and towards the exterior
Maintaining good relations with members of their working environment, and is responsible for achieving the objectives respecting the work of others and cooperating in the difficulties that arise, with a tolerant and respectful attitude towards the ideas of others
Organizing the work schedule planning and prioritizing tasks and act flexibly to unexpected road

Contenidos

PART I. INTRODUCTION TO THE MARKETING STRATEGY

Chapter 1. Introduction

- The process of marketing planning
- Strategic and operational marketing

- The marketing strategy
- Strategic business units

Chapter 2. Market segmentation

- Concept and objectives of market segmentation
- The segmentation process
- Segmentation strategies: targeting

Chapter 3. Positioning

- Positioning concept
- Positioning process
- Positioning strategy

PART II. ELEMENTS OF THE MARKETING MIX

Chapter 4. Product

- The concept and type of products
- Product portfolio management
- Product strategies

Chapter 5. Brand

- The concept and elements of the brand
- Brand portfolio management
- Brand strategies

Chapter 6. Place

- Customer and final consumer
- Distribution channels
- Distribution strategies: channel design

Chapter 7. Price

- Concept and role of pricing in the marketing mix
- Price and the 4-C model
- Basics of pricing
- Price strategies

Chapter 8. Promotion

- Concept and role of communication in the marketing mix
- The future of communication: 1 to many, 1 to 1, 1 to few
- New digital media scenario: communication and social media
- Communication and ROI: customer lifetime value

PART III. ELABORATING THE MARKETING PLAN

Chapter 9. Diagnosis

- Strategic analysis
- Identifying a competitive advantage

- Diagnosis

Chapter 10. The marketing plan

- Objectives setting
- Strategy design and selection
- Development of the marketing plan
- Implementation and marketing control

Generic Competences are achieved along the entire teaching-learning process and is evaluated after each chapter.

CE3 is developed in every chapter through case studies, and is achieved in every presentation.

CE7 is developed through the different chapters

CE11 is achieved in team presentations

Estrategia de enseñanza-aprendizaje, sistema de evaluación y documentación

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ESTRATEGIA DE ENSEÑANZA-APRENDIZAJE	
<p>The methodology of the course is fundamentally based on practice. Therefore, after learning the basic concepts and fundamental tools, the student should be able to put them into practice in order to achieve complete understanding. In this respect, a number of individual and in-group case studies will be used to facilitate the understanding of theory and develop a practical perspective on marketing management.</p> <p>Each participant is expected to attend class on a regular basis. Irregular attendance will be a factor in determining your grade. Each participant is expected to contribute to class discussion, and precisely to facilitate that class discussion, each participant is expected to be prepared in advance, and be ready to discuss the readings, illustrations, and cases in class.</p> <p>Time inside the classroom: 60 hours</p> <ul style="list-style-type: none"> • Masterclasses: 25 hours • Case studies and individual exercises: 11 hours • Group projects: 20 hours • Group presentations: 4 hours <p>Time outside the classroom: 90 hours</p> <ul style="list-style-type: none"> • Autonomous preparation of theoretical content: 20 hours • Autonomous preparation of practical content: 10 hours • Collaborative work: 25 hours • Personal study: 35 hours 	
SISTEMA DE EVALUACIÓN	
Students will be graded on the following criteria:	

- Generic competence: 10%

PRACTICAL CONTENT:

- Case studies and individual exercises: 15%
- Group projects: 20%
- Group presentations: 15%

THEORETICAL CONTENT:

- Two midterms OR final exam: 40%

To calculate the final grade it is necessary that the student has passed both the theoretical content and the practical content. If not, the average grade will not be calculated and the student will have to retake the failed parts.

DOCUMENTACIÓN

BASIC BIBLIOGRAPHY:

- KOTLER, P. ARMSTRONG, G. Principles of Marketing, 18th edition. McGraw Hill. 2020.

COMPLEMENTARY BIBLIOGRAPHY:

- MULLINS, J., WALKER, O. Marketing Management: A Strategic Decision-Making Approach, McGraw-Hill Higher Education; 8ª Ed.
- KOTLER, P. KELLER, K.L. Marketing Management, Prentice-Hall, 14ª Ed.
- WILSON, R.M.S. Strategic Marketing Management, Butterward Heineman, 3ª Ed.
- Secondary sources (data web access)