

Module: Marketing Management II**SPECIALISED**

- ▶ Department: Marketing run by ESCOEX International Business School,
- ▶ Status: specialised Business & Marketing
- ▶ Credits: 20
- ▶ Level 5
- ▶ Pre-Requisites: Sales & Trade Marketing Organiser: Enrique Sánchez Ojeda

Overall Aims and Purpose

The main aim of this module is to provide the students with the skills and knowledge to develop and present a REAL MARKETING PLAN as well as know how to interpret and put into practice tactical marketing as opposed to strategic marketing that will be studied at level 6.

Learning Outcomes

1. Develop marketing mix of a product
2. Consider a successful marketing strategy, considering the consistency between the different variables of the marketing mix as an essential element.
3. Take decisions at work as a product manager, justifying proposals and decisions based on theoretical-practical fundamentals of marketing.

Indicative Content**1: INTRODUCTION TO MK**

- What is Marketing
- Introduction to Marketing Plan. Plan features and content. Executive Summary, Situation Analysis (external and internal), SWOT, Millennium MK, MK Strategy, Action Program, Economic Budget, Monitoring and Control.

2: ANALYSIS OF ENVIRONMENTS

- Macro environment. The importance and its conclusions.
- Legal / Political Environment.
- Economic and Market.
- Social / Cultural / Lifestyle
- Vital Statistics.
- Technology.
- Microenvironment
- Goals / Philosophy / Objectives
 - Human Resources
 - Financial Capabilities
 - Technological Capabilities and R & D + I
- SWOT analysis.
- Market analysis: consumers and competitors. Strategies, Objectives ...

3: THE CUSTOMER

- Customer Individual / Personal
- Psychological factors

- Personal factors
- Socio-cultural factors.
- Roles present in buying
- Types of purchase.
- Phases in the process.
- Customer Group / Organizational
- Differences with the individual customer. The O's of the Market
- Purchase Types
- Purchasing Phases

4: DEMAND, SEGMENTATION AND PLANNING

- Potential market
- Target market.
- Estimation of share
- Segmentation
- Segments Rating
- Profile of target market
- Positioning and Competitive Advantage. Repositioning.

5: PRODUCT POLICY

- What is a product?
- Types of products
- The product components
- Branding Strategies
- Decisions on product portfolio
- The product life-cycle management Strategic Implications
- Case Studies and Further Reading

6: PRICE POLICY

- Price as a marketing tool
- Pricing methods
- Pricing Strategies
- Case Studies and Further Reading

7: DISTRIBUTION POLICY

- Commercial distribution and distribution channel: Conceptual Clarifications
- Design distribution channel
- Establishment of general objectives for the distribution channel
- Strategic alternatives for the design of the channel
- Evaluation and selection of alternative distribution channels
- Case Studies and Further Reading

8: COMMUNICATION POLICY

- The role of communication in marketing
- The communication mix
- The integrated marketing communication

- The process of communication planning
- Concepts: Decision Making and below Above the Line
- Digital marketing
- Case Studies and Further Reading

9: SOCIAL MEDIA

10: ACTION PLAN AND CONTROL

- Timing
- Budgeting
- Control sales
- Control of efficiency plan

11: SUMMARY PLAN MK

Assessment Methods

1 exam worth 60%
One coursework 40%

Teaching and Learning Strategy

The lessons will be divided in modules and lecturers, giving more importance to module II. (10 credits) The rest of the modules will be developed as continuous sessions to each indicative content (10 credits will be divided between modules I and III)

In this subject, the theory practically disappears. Hence, all the lessons will be focused on fostering the group or individual students' work.

In the lessons a range teaching strategies will be used in order to give dynamism to the topics; exercises on articles of economic daily press or specialised journals, students' investigation exercises, class presentations, in and out visits).

200 notional learning hours comprising 112 hours classroom-based and 88 hours tutor-directed student learning.

Key Skills Taught

D1: Communication and presentation skills including audio, oral and written, using a range of methods

D2: Numeracy, computing & information technology skills; this requires familiarity with a range of business data, research sources and appropriate methodologies

D3: Interactive and group skills including team projects and presentations; leadership, team building, influencing and project management skills together with skills of effective listening, negotiating, persuasion and presentation

D4: Problem solving skills including identifying, formulating and solving business problems; the ability to create, evaluate and assess a range of options, together with the capacity to apply ideas and knowledge to a range of situations

D5: The ability to self-appraise and reflect on practice including the development of skills associated with critical reflection

D6: The ability to plan and manage learning in terms of time, behaviour, motivation, self-starting, individual initiative and enterprise

Indicative Reading

Essential Reading:

- KOTLER, P. Y KELLER, K.L. (2012): *Dirección de Marketing*, 14a edición, Pearson.
- SANTESMASES MESTRE, M. (2012): *Marketing: Conceptos y estrategias*, 6a edición, Pirámide.
- BEST, R.J. (2007): "Marketing Estratégico" (4a edición) Madrid; Editorial: Pearson Prentice Hall.
- Bearden, W.O.; Ingram, T.N.; LaForge, R.W. (2001). *Marketing. Principles & Perspectives* (3a. ed.). Nova York: McGraw-Hill.

Recommended reading

- McCarthy, E.J.; Perreault, W.D. (2001). *Marketing. Un enfoque global* (13a. ed.). Madrid: Pirámide i ESIC.
- Solomon, M.R.; Stuart, E.W. (2001). *Marketing. Personas reales, decisiones reales* (2a. ed.). Bogotá (Colòmbia): Prentice Hall.
- Stanton, W.J.; Etzel, M.J.; Walker, B.J. (2000). *Fundamentos de marketing*, Madrid: Civitas.
- Díez, E.C.; Martín, E.; Sánchez, M.J. (2002). *Comunicaciones de marketing. Planificación y control*. Madrid: Pirámide.

Journals: Expansión, Cinco Días, Emprendedores, Revista MK y Ventas (Harvard Deusto)

Websites: www.marketing.org, www.marketingycomercio.com, www.puomercadeo.com, www.emprendedores.es, kotler marketing group, www.mkdirect.net