

# Syllabus

---

- **Course:** Principles of Marketing
  - **Credits:** 6 ECTS
  - **Program:** Business Administration & Management
  - **Module:** Core Education
  - **Subject:** Marketing and sales
  - **Code:** 802304
  - **Abbreviation:** MA04
  - **Subject coordinator:** Paulo Sartorato
  - **Academic Year:** 2022-2023
  - **Session:** October
  - **Semester:** First (second course, fall semester)
  - **Campus:** Barcelona
  - **Last Revised:** 04/04/2022
  - **Approved:** 04/04/2022
  - **Published:** 30/04/2022
-

## 00 Table of Contents

---

|  |    |
|--|----|
| 00 Table of Contents.....                    | 2  |
| 01 Faculty .....                             | 3  |
| 01.1 Subject coordinator.....                | 3  |
| 02 Presentation .....                        | 3  |
| 02.1 Description.....                        | 3  |
| 02.2 Relevant professional applications..... | 4  |
| 03 Competencies .....                        | 4  |
| 03.1 Course Competencies.....                | 4  |
| 04 Program.....                              | 6  |
| 05 Teaching Methodology .....                | 8  |
| 06 Educational Activities .....              | 8  |
| 07 Assessment.....                           | 9  |
| 08 Learning Resources.....                   | 9  |
| 09 Code of Academic Conduct.....             | 10 |
| 10 Bibliography .....                        | 12 |
| 10.1 Basic Bibliography .....                | 12 |
| 10.2 Complementary Bibliography .....        | 12 |

## 01 Faculty

---

### 01.1 Subject coordinator

**Paulo Sartorato**  
(psartorato@eae.es)

## 02 Presentation

---

### 02.1 Description

Marketing is a fundamental activity in companies. His study focuses on exchange, so his area of interest encompasses the analysis of a company's relationships with the different agents in the environment that interact with it. Special attention deserves the market, consisting of consumers, intermediaries and competitors. In fact, we are all exposed to the most relevant manifestations of the marketing activities of companies, such as market research, advertising, personal sale, public relations, sales promotions, commercial distribution or market segmentation . Today, companies, regardless of their origin and activity sector, are competing in a global, turbulent and unstable environment, where market research and product marketing activities are essential for survival.

Good marketing is not accidental, but is the result of careful planning and execution, using state-of-the-art tools and techniques. It becomes both science and art as marketing specialists strive to find new creative solutions to the generally complex and profound challenges of the 21st century marketing environment (Kotler, 2014).

## 02.2 Relevant professional applications

The set of learning received by the student in the subject Fundamentals of Marketing is central to the performance of a multitude of professional activities, both in marketing departments of companies and other organizations and institutions, such as municipalities, board of trustees, regional governments, or Well, NGO foundations. Particularly, the subject is projected in fields such as:

- The diagnosis of the current market and company situation.
- Hiring market studies.
- The design of the marketing mix of a product.
- The design of the marketing plan.
- Planning of the promotion and commercialization of a product.
- Evaluation and control of the effectiveness of marketing activities.

## 03 Competencies

---

### 03.1 Course Competencies

#### Specific Competencies

CEMAR01 – Know the concepts and basic elements related to business management and marketing.

CEMAR02 – Learn to compile, evaluate and analyze existing data on the environment, the market, the consumer and the competition and write status reports on each of them.

CEMAR03 – Know how to find and analyze relevant information, and be able to extract arguments for decision making.

CEMAR04 – Introduce creative thinking into predictive functions.

CEMAR05 – Be able to forecast demand.

CEMAR06 – Know how to synthesize and present in a structured way the conclusions of the analysis work.

CEMAR07 – Be able to formulate and develop an action plan based on the conclusions of analysis work.

CEMAR08 – Detect business opportunities.

CEMAR09 – Being able to work as a member of a team in order to contribute to develop projects with pragmatism and a sense of responsibility, assuming commitments taking into account the available resources.

## General Competencies

CG02 – Communicate in an oral and written way with other people about the results of learning, thinking and decision making; participate in debates on subjects of the own specialty.

CG03 – To be able to work as a member of an interdisciplinary team, either as a member, or performing leadership and development tasks for the purpose of contributing to the development of projects with pragmatism and a sense of responsibility, assuming commitments taking into account available resources.

CG04 – To manage the acquisition, structuring, analysis and visualization of data and information in the field of the specialty and to critically evaluate the results of this management.

CG09 – Know and understand the organization of a company and the sciences that define its activity; ability to understand labor standards and the relationships between planning, industrial and commercial strategies, quality and profit.

## Transversal Competences

CT02 – Undertake and lead business and business initiatives.

CT04 – Integrate in any functional area of the company and / or organization and perform with professionalism any assigned management work.

CT06 – Prepare advisory reports on specific situations of companies and markets.

CT07 – Design and lead projects of global management or functional areas of the company.

CT08 – Identify, analyze and manage the sources of information relevant to the company and its contents.

CT11 – Apply to the analysis of problems, professional criteria based on the application of advanced techniques and tools.

## 04 Program

---

### 1. Introduction

1.1 Basic concepts of marketing

1.2 The marketing's orientation

1.3 Marketing typologies and its application in the different areas

1.4 Marketing mix: the 4P

### 2. Consumer behavior

2.1 The consumer's needs

2.2 Motivation, personality, perception, learning and attitudes

2.3 The purchasing decision-making process

2.4 Social factors: home, social class and income, lifestyle

2.5 Buyer persona

2.6 Customer Journey

### 3. Analysis of the internal situation

3.1 Analysis of the business model: Lean Start up, Business Model Canvas and Lean Canvas

3.2 Introduction to Design thinking and innovation applied to Marketing

3.3 Analysis of the value chain and analysis of the commercial area

3.4 Ethics in marketing management in the company

### 4. Analysis of the external situation

4.1 The macro environment analysis (PESTEL)

4.2 Analysis of the external microenvironment

### 5. The market, demand and competition

5.1 Concept and market classification

5.2 Analysis of demand and forecast

5.3 Analysis of the sale and forecast

5.3 Competitive analysis and Porter's competitive forces.

6. Market research

6.1 Concept of market research

6.2 The universe and the sample

6.3 The sources of information

6.4 Quantitative research techniques

6.5 Qualitative research techniques

7. Diagnosis of the situation and business strategies

7.1 The concept of strategy

7.2 SWOT analysis and the CAME matrix

7.3 The definition of business objectives (SMART)

7.4 Business strategies

7.4.1 Generic strategies (Porter and the blue ocean theory)

7.4.2 Growth strategies (Ansoff matrix)

7.4.3 Competitive strategies (Kotler)

7.4.4 Exit strategies

8. Application of Corporate Social Responsibility in the fundamentals of marketing to ensure a better sustainable community and continuity in the awareness of its importance.

## 05 Teaching Methodology

---

Considering the student's profile, the teaching model is articulated around three types of methodologies:

**ME1.** Participatory Exhibition Class

**ME3.** Autonomous work

**ME4.** Problem-based learning

## 06 Educational Activities

---

Considering the competencies of the subject and based on the proposed teaching methodologies, the following training activities are scheduled:

| Evaluation Activities   | Hours | Presencialidad |
|---|-------|----------------|
| <b>AF1.</b> Contents presentation with student participation                        | 24    | 100%           |
| <b>AF2.</b> Problem solving, exercises and case studies with student participation. | 24    | 100%           |
| <b>AF4.</b> Study and preparation of teaching units                                 | 46    | 0%             |
| <b>AF5.</b> Performance of exercises and case studies                               | 25    | 0%             |
| <b>AF6.</b> Problem solving   | 25    | 0%             |
| <b>AF13.</b> Written / oral evaluations   | 6     | 100%           |



## 07 Assessment

| Evaluation Items<br>$0.4 \cdot EV1 + 0.2 \cdot EV2 + 0.4 \cdot EV3$                    | Specific assessed competencies   | Weight |
|--|--|--------|
| EV1. Final written exam of all subject matter  | CEMAR01, CEMAR05, CEMAR06  | 40%    |
| EV2. Control of midterm written test   | CEMAR01, CEMAR05, CEMAR06  | 20%    |
| EV3. Exercises, problems, reports development, assignments<br>- Exercises and problems | CEMAR02, CEMAR03, CEMAR04, CEMAR05, CEMAR06, CEMAR07, CEMAR08, CEMAR09 | 40%    |

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination.

## 08 Learning Resources

| Topics | Resources                           | Type                 |
|--------|-------------------------------------|----------------------|
| Topic  | Transparencies, notes and exercises | Class and Blackboard |

## 09 Code of Academic Conduct

---

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be taken into account.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

## 10 Bibliography

---

### 10.1 Basic Bibliography

- Baines, P., Whitehouse, S., Antonetti, P., & Rosengren, S. (2021). *Fundamentals of Marketing 2e*. Oxford University Press, USA.

### 10.2 Complementary Bibliography

- MALHOTRA, N.K. *Marketing Research: An Applied Orientation*, Global Edition, Pearson, 2020. ISBN: 9781292265919.
- *Principles of Marketing*, 8th Edition, Kotler, Armstrong, Armstrong, Harris & He, Pearson, 2020