

## TEACHING GUIDE

ACADEMIC YEAR 2016-17

### **Marketing**

6 credits

Second year-second semester

Department of Business Administration and Marketing

Degree in Accounting and Finance

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### **Course objectives**

The overall objective of the Course is to introduce students to the marketing decisions within an organization.

To this end, we will train participants to apply the basic concepts and techniques in marketing, so that they become familiar with the duties of a marketing manager. Thus, students will be introduced to the fundamental principles of marketing, to the basic concepts and tools used in marketing, and to the importance of building customer relationship.

More specifically, students will be exposed to the development, evaluation, and implementation of marketing management in a business environment, learning how to develop a marketing plan, including: the firm's operating environment, SWOT analysis, marketing strategy elements (segmentation, targeting, and positioning), and marketing mix (product, price, place, and promotion).

## **Table of contents**

### 1. Marketing: Managing Profitable Customer Relationships

- 1.1. What Is Marketing?
- 1.2. Core Marketing Concepts
- 1.3. Marketing Management Orientations
- 1.4. Building Customer Relationships
- 1.5. Capturing Value from Customers
- 1.6. The Changing Marketing Landscape
- 1.7. Marketing Plan

### 2. Consumer and Business Buyer Behavior

- 2.1. Consumer Markets and Consumer Buyer Behavior
- 2.2. The Buyer Decision Process
- 2.3. The Buyer Decision Process for New Products
- 2.4. Business Markets and Business Buyer Behavior

### 3. Segmentation, Targeting, and Positioning: Building the Right Relationships with the Right Customers

- 3.1. Market Segmentation
- 3.2. Market Targeting
- 3.3. Differentiation and Positioning

### 4. Products, Services, and Branding Strategy

- 4.1. What Is a Product?
- 4.2. Product and Service Decisions
- 4.3. Service Marketing
- 4.4. Branding Strategy: Building Strong Brands

### 5. Pricing: Understanding and Capturing Customer Value

- 5.1. What Is a Price?
- 5.2. Major Pricing Strategies
- 5.3. Other Internal and External Considerations Affecting Price Decisions
- 5.4. New-Product Pricing Strategies
- 5.5. Product Mix Pricing Strategies

5.6. Price Adjustment Strategies

5.7. Price Changes

6. Marketing Channels and Supply Chain Management

6.1. Supply Chains and the Value Delivery Network

6.2. The Nature and Importance of Marketing Channels

6.3. Channel Behavior and Organization

6.4. Channel Design Decisions

6.5. Channel Management Decisions

7. Retailing and Wholesaling

7.1. Retailing

7.2. Wholesaling

8. Communicating Customer Value: Advertising, Sales Promotion, and Public Relations

8.1. The Promotion Mix

8.2. Integrated Marketing Communications

8.3. Shaping the Overall Promotion Mix

8.4. Advertising

8.5. Sales Promotion

8.6. Public Relations

9. Communicating Customer Value: Personal Selling and Direct Marketing

9.1. Personal Selling

9.2. Managing the Sales Force

9.3. The Personal Selling Process

9.4. The New Direct Marketing Model

9.5. Growth and Benefits of Direct Marketing

9.6. Customer Databases and Direct Marketing

9.7. Forms of Direct Marketing

10. Marketing in the Digital Age

10.1. Online Marketing: Marketing and the Internet

10.2. Online Marketing Domains

10.3. Setting Up an Online Marketing Presence

## **References**

Basic bibliography:

Armstrong, G. and Kotler, P. (2017): Marketing: An Introduction, 13th edition, Prentice Hall (Pearson Educational International).

Additional bibliography:

Bradley, F. and Calderon, H. (2006): International Marketing, Prentice Hall (Pearson Educational), Madrid.

Czinkota, M. and Ronkainen, I. (2013): International Marketing. 10th edition, Hampshire, Cengage Learning.

Kotabe, M. and Helsen, K. (2009): International Marketing, 1st edition, SAGE

Kotler, P. and Keller, K. (2011): Marketing Management, 14th Edition. Upper Saddle River, New Jersey: Prentice Hall.

Kotler, P. and Armstrong, G. (2013): Principles of Marketing, 15th edition, Prentice Hall (Pearson Educational International).

Muhlbacher, H., Leih, H and Dahringer, L. (2006): International Marketing: a Global Perspective, 3rd edition, International Thomson Business Press.

Onkvisit, S. and Shaw, J. (2009): International Marketing: Strategy and theory, 5th edition, Routledge.

Wilson, R. and Gilligan, C. (2005): Strategic Marketing Management, 3rd edition, Elsevier.

## **Methodology**

We will assist students in learning how to apply the basic concepts in marketing and to practice making decisions through in-class case analyses.

This Core Course in Marketing has been structured in terms of 10 didactic chapters, corresponding to 60 hours of class (15 weeks x 4 hours = 60 hours).

## **Evaluation**

Assessment to those who sit the exam in June. Student will be required to undertake the following activities:

- ✓ Presentation of a group paper. Consists of making an original marketing plan about an organization, a product or a brand. This group activity (3 or 4 students) represents 20% of the final mark = 2 points.
- ✓ Didactic Sign-posted Examination. Involves undertaking an individual written theory-practical exam concerning the 10 chapters of Marketing, which make the remaining 80% of the student's final mark = 8 points.

Assessment to those who sit the exam in September:

- ✓ Theory-practical Examination which makes up 100% of the final qualification for those students who do not opt for undertaking the exam in June or, having done it, do not pass that exam.

### **Office hours (schedule information and inquiries)**

Time of consulting to solve any question about the course contents:

- Tuesdays, from 8:30 a.m. to 10:30 a.m.
- Thursdays, from 8:30 a.m. to 9:30 a.m., from 11:30 a.m. to 12:30 p.m. and from 3:00 p.m. to 4:00 p.m.