Fundamentals of marketing and strategies

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

UNIVERSIDAD INTERNACIONAL MENÉNDEZ PELAYO

Másteres Universitarios

This document can be used as reference documentation of this subject for the application for recognition of credits in other study programmes. For its full effect, it should be stamped by UIMP Student's Office.

GENERAL DATA

Brief description

The aim of the Marketing Fundamentals area is to introduce students to the most important introductory concepts of the marketing function as a basis for further study of the specialised areas of the function with a focus on foreign markets.

Name

Fundamentals of marketing and strategies

Code

102793

Academic year

2024-25

Degree

MASTER'S DEGREE MBA IN INTERNATIONAL MANAGEMENT

ECTS Credits

2

Type

MANDATORY

Duration

Cuatrimestral

Language

Spanish/English

CONTENTS

Contents

Session 1 and 2: Technical note: MARKETING ESSENTIALS AND MARKETING PLAN
1.1.- The role of marketing
1.2.- What is marketing?
1.3.- Types of markets
1.4.- Types of demand
1.5.- Segmentation
1.6.- Consumer purchasing behaviour
1.7.- The Marketing Plan

Session 3: Technical note: PRODUCT POLICY
2.1.- Concept and dimensions
2.2.- Different product classifications
2.3.- The brand: concept and characteristics
2.4.- Packaging and labelling
2.5.- The balance of a product portfolio

Session 4: Technical note: PRICE POLICY
3.1.- Concept of Price
3.2.- Pricing methods
2.8.- Pricing strategies

Session 5: CASE STUDY - COMPETITION ANALYSIS: PRODUCT AND PRICE
The order of the subgroups shall be established randomly by drawing lots. The presentation will be carried out using PPT, the presentation time will be 8 minutes, and the lecturer will give feedback at the end of the presentation.

Session 6 and 7: Technical note: DISTRIBUTION POLICY
4.1.- Basic concepts of distribution
4.2.- Decisions in the distribution channel: structure and management
4.3.- Types of intermediaries
4.4.- E-commerce
4.5.- Physical distribution and logistics management

Session 8 and 9: Technical note: ONLINE AND OFFLINE COMMUNICATION POLICY
5.1. - Concept, aims and communication mix
5.2.- Concept and characteristics of advertising
5.3. - Online marketing and digital analytics basics
5.4.- Customer Journey and Marketing automation
5.5.- Concept and characteristics of sales promotion
5.6.- Concept and characteristics of public relations.

Session 10 and 11: FINAL CASE STUDY - MARKETING PLAN
In the two sessions, all groups will present their work in the order randomly drawn by lot. As in the first case, the presentation will be carried out using PPT, the presentation time will be 15 minutes, and the lecturer will give feedback at the end of the presentation. All students in each group must

present one part.

COMPETENCES

Conocimientos

CO1 - To learn about business management analytics in dynamic and complex environments, such as the international environment.

CO2 - To acquire a body of theoretical and practical knowledge and learning skills, which will enable those who remain interested to pursue further, more specialised studies in the field of advanced research or doctoral studies.

CO3 - To master the basic tools of information and communication technologies for exercising of their profession and for learning.

CO4 - To understand the concepts, theories and instruments for analysing and developing business internationalisation plans.

CO5 - To understand the nature of problems in the organisation and therefore the application of suitable tools by developing analytical skills.

CO7 - To know the structure and functioning of the organisations and institutions that support companies’ internationalisation.

CO13 - To learn to incorporate the concept of sustainability in business and institutional projects, identifying its specific areas of practical application.

CO14 - To learn to incorporate other SDG concepts, which are also relevant for international companies, in their projects, identifying their specific areas of practical application.

Habilidades

S1 - To apply the theoretical and practical knowledge acquired, with a high degree of independence, in both national and international companies, be they small or medium-sized or companies of a more multinational dimension, and even in non-business organisations whose management requires an international vision.

S2 - To apply the analytical skills acquired in defining and approaching new problems and in searching for solutions both in a national and international business context.

S3 - To be able to collect, record and interpret macroeconomic data, country information, industry and business information, financial and accounting data, statistical data, and relevant research results to systematise business decision-making processes in international environments.

S4 - To apply the appropriate procedure to achieving an international business objective.

S5 - To assess the relationship between enterprises and the institutional framework in which activities are carried out.

S9 - To manage a business internationalisation project and assume managerial responsibilities.

Competencias

C1 - To work in multidisciplinary and multicultural teams, in highly demanding situations in terms of time (deadlines for designing and executing projects and cases) and results.

C2 - To develop business and personal activities within the strictest ethical and socially responsible behaviours, as well as to develop sensitivity towards social and environmental issues.

C3 - To express themselves correctly, both orally and in writing, in Spanish and English, maintaining an appropriate image in their professional activity.

C5 - To work in a team, prioritising the precision of the results and the soundness and originality of the proposals.

LEARNING PLAN

Training activities

Type of activity	Hours	% In person

FACULTY

Coordinator/s

Palencia Alacid, Pedro

Licenciado en Derecho y Empresa.

Profesor asociado. Dirección de Marketing y Dirección de Empresa.

Universidad Pontificia de Comillas. CUNEF

Lecturers

Quiñones García, Myriam

DOCTORA EN ECONOMÍA DE LA EMPRESA.

PROFESORA PERMANENTE LABORAL.

UNIVERSIDAD AUTONOMA DE MADRID.

Muñoz Torrente, Isabel María

Licenciada en Ciencias Económicas y Empresariales (rama Empresariales).

Profesora de GM/GS FP (Familia Comercio y Marketing).

IES Virgen de la Paz (MADRID).