



## 1. Identification

### 1.1. About the course

Academic Term	2024/2025
Degree	GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS, PROGRAMA ACADÉMICO DE SIMULTANEIDAD DE DOBLE TITULACIÓN CON ITINERARIO ESPECÍFICO DE GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS Y GRADO EN DERECHO
Course	DIRECCIÓN DE MARKETING I
Code	2365
Year	TERCERO TERCERO
Course type	OBLIGATORIA
Number of groups	5
ECTS	6.0
Estimation of workload	150.0 150.0
Timeline	1º Cuatrimestre 1º Cuatrimestre
Languages	Spanish, English

### 1.2. Teaching staff

**HERNANDEZ ESPALLARDO, MIGUEL**

Professor: **GRUPO 1**

Group coordination: **GRUPO 1**

Course coordinator

**Category**

CATEDRATICOS DE UNIVERSIDAD

**Area**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Department**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Email / Personal web page / Online tutoring sessions**[migher@um.es](mailto:migher@um.es) [www.um.es/mk](http://www.um.es/mk) Online tutoring sessions: **No****Phone number and office hours**

Duration:	Day:	Hours:	Place:
C1	Martes	08:00-11:00	868883723, Facultad de Economía y Empresa

**Remarks:**  
Despacho D5/06

Duration:	Day:	Hours:	Place:
C2	Martes	09:00-13:00	868883723, Facultad de Economía y Empresa

**Remarks:**  
Despacho D5/06

Duration:	Day:	Hours:	Place:
C1	Miércoles	11:00-14:00	868883723, Facultad de Economía y Empresa

**Remarks:**  
Despacho D5/06

Duration:	Day:	Hours:	Place:
C2	Martes	17:00-19:00	868883723, Facultad de Economía y Empresa

**Remarks:**  
Despacho D5/06

**ALONSO ALVAREZ, SIMON EMILIO**Professor: **GRUPO 3**Group coordination: **GRUPO 3****Category**

ASOCIADO A TIEMPO PARCIAL

**Area**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Department**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Email / Personal web page / Online tutoring sessions**[simonalonso@um.es](mailto:simonalonso@um.es) Online tutoring sessions: **Sí****Phone number and office hours**

Duration:	Day:	Hours:	Place:
C2	Lunes	11:30-12:30	There are no records

**Remarks:**  
There are no records

Duration:	Day:	Hours:	Place:
C2	Viernes	09:30-10:30	There are no records

**Remarks:**

There are no records

**Duration:**

C2

**Day:**

Viernes

**Hours:**

13:30-14:30

**Place:**

There are no records

**Remarks:**

There are no records

**CABALLERO ALCARAZ, ANDRES**

Professor: **GRUPO ITINERARIO**

Group coordination:

**Category**

ASOCIADO A TIEMPO PARCIAL

**Area**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Department**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Email / Personal web page / Online tutoring sessions**

[andres.caballero@um.es](mailto:andres.caballero@um.es) [www.um.es/mk](http://www.um.es/mk) Online tutoring sessions: **Sí**

**Phone number and office hours****Duration:**

C1

**Day:**

Lunes

**Hours:**

19:30-21:00

**Place:**

There are no records

**Remarks:**

Edificio de Ronda Levante - Sala de tutorías - 2ª planta o despacho D404 de la Facultad de Economía y Empresa

**Duration:**

C2

**Day:**

Lunes

**Hours:**

19:30-21:00

**Place:**

There are no records

**Remarks:**

Edificio de Ronda Levante - Sala de tutorías - 2ª planta o despacho D404 de la Facultad de Economía y Empresa

**Duration:**

C2

**Day:**

Miércoles

**Hours:**

19:30-20:30

**Place:**

There are no records

**Remarks:**

Edificio de Ronda Levante - Sala de tutorías - 2ª planta o despacho D404 de la Facultad de Economía y Empresa

**DELGADO BALLESTER, MARIA ELENA**

Professor: **GRUPO BILINGÜE**

Group coordination: **GRUPO BILINGÜE**

**Category**

CATEDRATICOS DE UNIVERSIDAD

**Area**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Department**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Email / Personal web page / Online tutoring sessions**[elenadel@um.es](mailto:elenadel@um.es) [www.um.es/mk](http://www.um.es/mk) Online tutoring sessions: **Si****Phone number and office hours**

Duration:	Day:	Hours:	Place:
C1	Jueves	11:00-13:30	868883801, Facultad de Economía y Empresa B1.5.060 (D5/05 PROF. M <sup>a</sup> ELENA DELGADO BALLESTER)

**Remarks:**

There are no records

Duration:	Day:	Hours:	Place:
C1	Viernes	11:30-13:30	868883801, Facultad de Economía y Empresa B1.5.060 (D5/05 PROF. M <sup>a</sup> ELENA DELGADO BALLESTER)

**Remarks:**

Despacho D5/05

**GAMBIN REDONDO, ALFONSO**Professor: **GRUPO 4**Group coordination: **GRUPO 4****Category**

ASOCIADO A TIEMPO PARCIAL

**Area**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Department**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Email / Personal web page / Online tutoring sessions**[gambin@um.es](mailto:gambin@um.es) [gambin@um.es](http://gambin@um.es) Online tutoring sessions: **No****Phone number and office hours**

Duration:	Day:	Hours:	Place:
C2	Lunes	13:00-15:00	868887881, Facultad de Economía y Empresa B1.5.058 (D5/03 PROF. ASOCIADOS)

**Remarks:**

There are no records

Duration:	Day:	Hours:	Place:
C2	Miércoles	13:30-14:30	868887881, Facultad de Economía y Empresa B1.5.058 (D5/03 PROF. ASOCIADOS)

**Remarks:**

There are no records

**GUERRERO MOMPEAN, PEDRO ALEJANDRO**Professor: **GRUPO 4**

Group coordination:

**Category**

ASOCIADO A TIEMPO PARCIAL

**Area**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Department**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Email / Personal web page / Online tutoring sessions**

[pedroguerrero@um.es](mailto:pedroguerrero@um.es) Online tutoring sessions: No

**Phone number and office hours**

Duration:	Day:	Hours:	Place:
A	Jueves	16:00-21:00	868887881, Facultad de Economía y Empresa

**Remarks:**

There are no records

**MARIN RIVES, JOAQUIN LONGINOS**

Professor: GRUPO ITINERARIO

Group coordination: GRUPO ITINERARIO

**Category**

CATEDRATICOS DE UNIVERSIDAD

**Area**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Department**

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

**Email / Personal web page / Online tutoring sessions**

[longinos@um.es](mailto:longinos@um.es) [www.um.es/mk](http://www.um.es/mk) Online tutoring sessions: Sí

**Phone number and office hours**

Duration:	Day:	Hours:	Place:
A	Lunes	08:00-09:00	There are no records

**Remarks:**

There are no records

Duration:	Day:	Hours:	Place:
A	Viernes	08:00-10:00	868887880, Facultad de Economía y Empresa

**Remarks:**

Despacho D4/12

Duration:	Day:	Hours:	Place:
A	Lunes	08:00-10:00	868887880, Facultad de Economía y Empresa

**Remarks:**

Despacho D4/12

## RODRIGUEZ HERRERA, MARIA ROCIO

Professor: GRUPO BILINGÜE

Group coordination:

### Category

PROFESORES TITULARES DE UNIVERSIDAD

### Area

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

### Department

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

### Email / Personal web page / Online tutoring sessions

[rodriguez@um.es](mailto:rodriguez@um.es) [www.um.es/mk](http://www.um.es/mk) Online tutoring sessions: **Sí**

### Phone number and office hours

Duration:	Day:	Hours:	Place:
A	Viernes	13:30-15:00	868887878, Facultad de Economía y Empresa

#### Remarks:

Los alumnos disponen de tutoría electrónica. Para la asistencia a tutoría presencial, será necesario acordar hora previamente con la profesora a través del aula virtual y marcando el "check" de copia al correo electrónico.

Duration:	Day:	Hours:	Place:
A	Lunes	13:30-15:00	868887878, Facultad de Economía y Empresa B1.5.066 (D5/11 PROF. ROCÍO RODRIGUEZ HERRERA)

#### Remarks:

There are no records

## 2. Presentation

The course of Marketing Management I is taught in the 5th semester of the Grade in Business Administration. In the 6th semester Marketing Management II completes the teaching of Marketing Management in the Grade. The two courses together are devoted to developing the operational marketing variables, generally known as the 4 ps (product, price, place, and promotion) In particular, Marketing Management focuses on product, price and place (distribution) decisions.

Business managers take decisions about different issues related to marketing and commercial activities. In this course, students are trained to be able of taking the decisions more suited to fulfill the marketing objectives according to the information and resources available in every moment.

It is important to mention the fundamentals of marketing that the students already have acquired from the course "Introduction to Marketing", taught in the second semester of the Grade and devoted to such concepts as the market, demand, the role of marketing in businesses, the consumer and organizational buyer, marketing environment, segmenting and positioning. This is an initial knowledge base necessary to understand the facts related to the decisions developed in this course: product, price and distribution.

## 3. Conditions of access to the course

### 3.1. Incompatibilities

There are no records

### 3.2. Requirements

There are no records

### 3.3. Recommendations

No existen recomendaciones para esta asignatura.

## 4. Competencies

### 4.1. Basic competencies

- CB1: Que los estudiantes hayan demostrado poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio
- CB2: Que los estudiantes sepan aplicar sus conocimientos a su trabajo o vocación de una forma profesional y posean las competencias que suelen demostrarse por medio de la elaboración y defensa de argumentos y la resolución de problemas dentro de su área de estudio
- CB3: Que los estudiantes tengan la capacidad de reunir e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética
- CB4: Que los estudiantes puedan transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado

### 4.2. Degree competencies

- CG4: Considerar la ética y la integridad intelectual como valores esenciales de la práctica profesional en el ámbito de la economía y la empresa
- CG6: Ser capaz de trabajar en equipo y relacionarse con otras personas del ámbito de la economía y la empresa u otros distintos
- CG8: Tener capacidad de análisis y síntesis
- CG10: Tener habilidad para analizar y buscar información proveniente de fuentes diversas
- CG11: Tener capacidad para la resolución de problemas
- CG12: Tener capacidad para tomar decisiones
- CG16: Tener capacidad crítica y autocrítica
- CE3: Conocer la teoría básica de la empresa, su organización y áreas funcionales
- CE9: Poseer conocimientos de dirección e investigación comercial

- CE14: Ser capaz de integrarse en cualquier área funcional de una empresa u organización mediana o grande y desempeñar con soltura cualquier labor de gestión en ella encomendada.
- CE16: Ser capaz de emitir informes de asesoramiento sobre situaciones concretas de empresas y mercados.

### 4.3. Transversal and course competencies

- 1 Knowing the vocabulary and the major challenges and difficulties involved in taking marketing decisions
- 2 Knowing the main decisions related to the product, brand, prices and distribution marketing policies
- 3 Analyzing and solving situations in the marketing area of the firms
- 4 Analysing the more critical problems in marketing Capacity to introduce improvements in the management of businesses and improve their competitiveness applying the acquired knowledge
- 5 Acquire capacity to analyse the marketing environment of the firms, and the relationship between the basic elements of the firm's marketing management
- 6 Knowing the main decisions taken in the firm about products and brands: portfolio, packaging, label, and design and brand management, among others
- 7 Knowing the process, techniques and elements involved in pricing
- 8 Understanding the particularities of the marketing of services
- 9 Understanding the decisions involved in designing and managing channels of distribution and the role and actions taken by retailers and wholesalers

## 5. Contents

### 5.1. Theoretical contents

#### Block 1: Designing value

##### Theme 1: Designing and managing products

##### What is a product

- Products, services and experiences
- Levels or dimensions of products and services
- Product and service classifications

##### 2. Individual product differentiation decisions

- Product attributes
- Product design
- Packaging and labeling
- Product support services, guarantees and warranties

### **3.Product life-cycle strategies**

### **4.Product portfolio and product line decisions**

References:

Kotler, Keller, and Chernev (2022), Marketing Management, 16e. Global edition. Chapter 8: Designing and managing products.

Kotler and Armstrong (2014), Principles of marketing, 15e. Global edition. Chapter 8: Product, services and brands: Building customer value, Chapter 9 New product development and product life-cycle strategies (page 295-301).

### **Theme 2: Designing and managing services** **The nature of services**

- The service aspect of an offering
- Distinctive characteristics of services

### **2.The new services realities**

- Increasing role of technology
- Customer empowerment
- Customer coproduction
- Satisfying employees as well as customers

### **3.Managing service quality**

- The service profit chain
- The triangle of service marketing: internal, external and interactive marketing
- The Gap model of service quality
- The servqual attributes

References:

Kotler, Keller, and Chernev (2022), Marketing Management, 16e. Global edition. Chapter 9: Designing and managing services.

Kotler and Armstrong (2014), Principles of marketing, 15e. Global edition. Chapter 8: Product, services and brands: Building customer value (pages 259-265).

### **Theme 3: Building strong brands** **How does branding work?**

- The essence of branding
- The role of brands
- Brand equity and brand power

### **2.Decisions to build strong brands**

- Brand positioning: defining the brand mantra and secondary brand associations
- Choosing brand elements
- Brand sponsorship

### 3.Brand development in the product portfolio

- Main strategies: line extensions, brand extensions, multibrands and new brands
- Brand hierarchy
- Cobranding

#### References:

Kotler, Keller, and Chernev (2022), Marketing Management, 16e. Global edition. Chapter 10: Building strong brands (pages 234-249).

Kotler and Armstrong (2014), Principles of marketing, 15e. Global edition. Chapter 8: Product, services and brands: Bulding customer value (page 266-275).

### **Theme 4: Managing pricing Understanding pricing**

- What is a price?

#### **2.Major prancing strategies (methods to set prices)**

- Customer value-based pricing
- Cost-based pricing
- Competition-based pricing
- Other internal and external considerations affecting price decisions.

#### **3.New-product pricing strategies**

- Market-penetration pricing
- Market-skimming pricing

#### **4.Product mix pricing strategies**

- Product line pricing
- Optinal product pricing
- Captive product pricing
- By-product pricing
- Product bundle pricing

#### **5.Price adjustment strategies**

- Discount and allowance pricing
- Segmented pricing
- Psychological pricing
- Promotional pricing
- Geographical pricing
- Dynamic and internet pricing

## 6.Price changes

- Initiating price changes
- Responding ro price changes
- Public policy and pricing
- Pricing within channel levels

References:

Kotler and Armstrong (2014), Principles of marketing, 15e. Global edition. Chapter 10 ("Pricing: understanding and capturing customer value") and Chapter 11 ("Pricing strategies: Additional considerations")..

## Block 2: Delivering value

### Theme 5: Designing and managing distribution channels

#### 1.The nature and importance of marketing channels

- How channel members add value
- Number of channel levels

#### 2.Channel behaviour and organization

- Channel behaviour
- Vertical marketing systems
- Horizontal marketing systems
- Multichannel distribution systems

#### 3.Channel design decisions

- Analyzing consumer needs
- Setting channel objectives
- Identifying major alternatives
- Evaluating the major alternatives
- Selecting channel members

#### 4.Managing market logistics

- Market-logistics objectives
- Market-logistics decisions

#### 5.Marketing logistics and supply chain management

- Nature and importance of marketing logistics
- Goals of the logistics system
- Major logistics functions
- Integrated logistics management

References:

Kotler and Armstrong (2014), Principles of marketing, 15e. Global edition. Chapter 12: Marketing channels: Delivering customer value.

**Theme 6: Managing retailing**

Retailing

- Types of retailers
- Retailer marketing decisions

2.Wholesaling

- Types of wholesalers
- Retailer marketing decisions

References:

Kotler and Armstrong (2014), Principles of marketing, 15e. Global edition. Chapter 13: Retailing and wholesaling.

## 5.2. Practical contents

■ **Practical activity 1:**

Practical activities suggested for this course are included in the chronogram (case studies, videos, readings, etc) During the course, modifications may happen In this case students will be notified on time

## 6. Training activities

Training Activity	Methodology	Hours	In-person
3.1: Resolución de problemas /Estudios de caso.	MD1.1. Lecture class activities: Exhibition class activities: theoretical presentation, master class, projection, etc., aimed at the large group, regardless of whether their content is theoretical or practical. Along with the presentation of knowledge, in the classes questions are raised, doubts are clarified, examples are made, relationships are established with the different practical activities that are carried out and the search for information is guided.  MD1.2. Practical classroom class activities: practical exercise and problem-solving activities, case studies, project-oriented learning, presentation and analysis of work, debates, simulations, etc. They involve the performance of tasks by the students, directed and supervised by the teacher, regardless of whether they are carried out individually or in small groups in the classroom.	15.0	100.0
AF1: Exposición teórica /	MD1.1. Lecture class activities: Exhibition class activities: theoretical presentation, master class, projection, etc., aimed at the large group, regardless of whether their content is theoretical or practical. Along with the presentation of knowledge, in the classes questions	35.0	100.0

Clase magistral	are raised, doubts are clarified, examples are made, relationships are established with the different practical activities that are carried out and the search for information is guided.		
AF2: Tutorías individuales o grupales	Tutorial classes and individual tutoring. Individualised tutorials: individual exchange sessions with the student provided for in the development of the subject.	10.0	100.0
AF6: Trabajo Autónomo del alumno	Independent learning	90.0	0.0
<b>Total</b>			<b>150.00</b>

## 7. Course schedule

<https://www.um.es/web/estudios/grados/ade/2024-25#horarios>

## 8. Assessment systems

Identifier	Name of the assessment tool	Assessment criteria	Weighting
SE1	Prueba final oral y/o escrita.	Short questions, essay-like exercises, numerical exercises, case-study 50% (5 over 10) is a requirement to pass the subject.	50.0
SE3	Seminarios, trabajos, prácticas e informes escritos y/o presentación pública de los mismos.	Practice in class (individual and group) (proactivity and quality of the contributions are very appreciated): 30%  Self-learning tests and midterm exams simulations to check students' understanding of issues explained in previous classes: 20%  These marks are achieved during the period of classroom, according to the continuous performance of the student It can not be changed once this period has finishid These marks will be used for the three evaluation periods (january, june, and the extraordinary of july)	50.0

## 9. Exam dates

<https://www.um.es/web/estudios/grados/ade/2024-25#examenes>

## 10. Learning outcomes

The Marketing Management I subject is aimed at the student acquiring theoretical knowledge related to the activities and decisions

## 11. Bibliography

### Basic bibliography

- [Kotler, Keller and Chernev \(2022\). Marketing Management, 16e. Global Edition, Pearson](#)
- [Kotler, Philip and Armstrong, Gary \(2014\), Principles of marketing, Global edition, Pearson 15th ed.](#)

### Further reading

There are no records

## 12. Remarks

"SPECIAL EDUCATIONAL NEEDS Those students with disabilities or special educational needs may contact the Diversity and Volunteering Service (ADYV): <http://www.umes.adyv/>) to receive guidance on better use of their training process and, where appropriate, the adoption of adjustment and improvement measures for inclusion, by virtue of Rectoral Resolution R-358 / 2016 The treatment of information on these students, in compliance with the LOPD, is of strict confidentiality "

At the beginning of the classes the lecturers will provide the schedule of the course with a clear description of the topic of each session, the activities performed and the work and the previous activities the students have to perform to prepare the class

The marks obtained in the continuous assessment (50% of the total mark of the course) are valid for the examen announcements that will take place in January, June and July (2024-2025)

To get a global mark of 10 points at the end of the course all activities of the continuous assessment (case studies, readings and so on) are compulsory.

#### Students' roles and responsibilities:

- Attend class and prepare for the class by reading the materials and solving the cases and exercises as scheduled Missing a lecture may impede the ability of the student to understand fully the concepts and principles covered Lecturers suggest that you use a buddy system to ensure that if you miss a class you get the appropriate notes and, please, do not ask lecturers to repeat a missed piece of information for your benefit
- Understand that all of the materials presented during the classes may be incorporated into exams, quizzes, or other forms of evaluating the performance of the student You are responsible to ensure that you take appropriate notes of the classes, readings, videos, etc, so when and if materials appear on an exam, you have studied the correct material
- Lecturers do not give extra credit assignments You should make every effort to achieve your desired grade by performing on the course grading criteria
- Understand that all assignments are due either at the time of the class in which they pertain or at the date indicated in the syllabus No other time is permitted We cannot accept late deliveries In case of asking for a physical document, the assignment must be printed in business professional style Handwriting is not acceptable
- Roles and responsibilities of the students include a desire to learn and contribute to the learning experience for the group by actively participating in class discussions and exercises Lecturers exercise the right to call on any student at any time for class

participation and to judge his/her preparedness for the class Participation in practical exercises may require the student's previous preparation for the class If lecturers judge a student is not prepared enough he/she may be let out of the class exercise

- An official day for the January-February, June, and July exams is officially established by the School of Business (www.um.es/fee) Please do not ask the lecturer to make any exam out of the official day The lecturer is only going to comply with the official requirements made formally by an officially appointed person (eg Dean or Vice-Dean) If you have any problem to make the exam on the official date, be sure this problem is solved before enrolling this course
- Note that, occasionally, changes in the schedule of the course, or in the assignments, are announced during class or through the virtual classroom It is your responsibility to ensure that you have received all of the changes and you will still be responsible for this information
- Academic dishonesty (cheating on exams, plagiarism, and using someone else's work as your own) is against ethical behavior and is unacceptable In these cases, university guidelines will be followed

#### **Cases:**

Most of the cases are included in the handbook Those not included will be provided by the lecturer in advance

#### **Videos and overheads:**

Overheads will be used by the lecturer in order to support class presentations In general they will not be provided to the students Students are encouraged to take notes of the ideas and discussions performed in class

**"Esta asignatura no se encuentra vinculada de forma directa con ningún Objetivo de Desarrollo Sostenible".**

#### **SPECIAL EDUCATIONAL NEEDS**

Those students with disabilities or special educational needs may contact the Service of Attention to Diversity and Volunteering (ADYV - <https://www.um.es/adyv>) to receive guidance on better use of their training process and, where appropriate, the adoption of measures of equalization and improvement for inclusion, under the Rectoral Resolution R-358/2016. The treatment of information about this student body, in compliance with the LOPD, is strictly confidential.

#### **STUDENT EVALUATION REGULATIONS**

Article 8.6 of the Student Evaluation Regulation (REVA) provides that "except in the case of activities defined as compulsory in the teaching guide, if the student is unable to follow the continuous evaluation process due to duly justified supervening circumstances, he/she shall be entitled to take a global test".

It is also recalled that Article 22.1 of the Student Evaluation Regulations (REVA) stipulates that "the student who uses fraudulent conduct, including the improper attribution of identity or authorship, or is in possession of means or instruments that facilitate such conduct, will obtain a grade of zero in the evaluation procedure and, where appropriate, may be subject to sanction, after opening disciplinary proceedings".