



UNIVERSIDAD
DE MURCIA

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 II
Code	2371
Year	TERCERO TERCERO
Course type	OBLIGATORIA
Number of groups	5
ECTS	6.0
Estimation of workload	150.0 150.0
Timeline	2º Cuatrimestre 2º Cuatrimestre
Languages	Spanish, English

1.2. Teaching staff

ALARCON DEL AMO, MARIA DEL CARMEN

Professor: **GRUPO 3**

Group coordination: **GRUPO 3**

Course coordinator

Category

CATEDRATICOS DE UNIVERSIDAD

Area

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

Department

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

Email / Personal web page / Online tutoring sessionsmcarmenalarcon@um.es www.um.es/marketing Online tutoring sessions: **Sí****Phone number and office hours**

Duration:	Day:	Hours:	Place:
C1	Viernes	10:30-12:00	868887837, Facultad de Economía y Empresa B1.5.059 (D5/04 PROF. MARÍA DEL CARMEN ALARCÓN DEL AMO)

Remarks:

Despacho D05/04. Enviar email antes para concertar tutoría

Duration:	Day:	Hours:	Place:
C1	Lunes	10:30-12:00	868887837, Facultad de Economía y Empresa B1.5.059 (D5/04 PROF. MARÍA DEL CARMEN ALARCÓN DEL AMO)

Remarks:

Despacho D5/04. Enviar email antes para concertar tutoría

Duration:	Day:	Hours:	Place:
C2	Martes	10:30-12:00	868887837, Facultad de Economía y Empresa B1.5.059 (D5/04 PROF. MARÍA DEL CARMEN ALARCÓN DEL AMO)

Remarks:

Despacho D5/04. Enviar email antes para concertar tutoría

Duration:	Day:	Hours:	Place:
C2	Miércoles	14:00-15:30	868887837, Facultad de Economía y Empresa B1.5.059 (D5/04 PROF. MARÍA DEL CARMEN ALARCÓN DEL AMO)

Remarks:

Despacho D5/04. Enviar email antes para concertar tutoría

ALONSO ALVAREZ, SIMON EMILIOProfessor: **GRUPO BILINGÜE**

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 sessionssimonalonso@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: C2	Day: Viernes	Hours: 09:30-10:30	Place: There are no records
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Remarks:
There are no records

Duration: C2	Day: Viernes	Hours: 13:30-14:30	Place: There are no records
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Remarks:
There are no records

CABALLERO ALCARAZ, ANDRES

Professor: **GRUPO ITINERARIO**

Group coordination: **GRUPO ITINERARIO**

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

FERNANDEZ SABIOTE, ESTELA

Professor: **GRUPO BILINGÜE**

Group coordination: **GRUPO BILINGÜE**

Category

PROFESOR CONTRATADO DOCTOR TIPO A (DEI)

Area

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

Department

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

Email / Personal web page / Online tutoring sessionsestelafs@um.es www.um.es/marketing Online tutoring sessions: **Sí****Phone number and office hours**

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

Remarks:
Despacho D4/08

Duration:	Day:	Hours:	Place:
C2	Martes	12:00-14:00	There are no records

Remarks:
Despacho D4/08

Duration:	Day:	Hours:	Place:
C1	Lunes	12:00-13:30	There are no records

Remarks:
Despacho D4/08

Duration:	Day:	Hours:	Place:
C1	Miércoles	12:00-13:30	There are no records

Remarks:
Despacho D4/08

HERNANDEZ ROMERO, BARBARAProfessor: **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 sessionsbarbarah@um.es www.barbarahernandez.es 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:
C2	Miércoles	19:15-20:15	868887896, Facultad de Economía y Empresa

Remarks:
There are no records

JIMENEZ ORTUÑO, FRANCISCO JAVIER

Professor: **GRUPO 1**

Group coordination:

Category

PROFESOR SUST. POR REDUCCIÓN ACTIVIDAD DOCENTE PROFESOR TC

Area

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

Department

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

Email / Personal web page / Online tutoring sessions

fjo2@um.es Online tutoring sessions: **No**

Phone number and office hours

Duration:	Day:	Hours:	Place:
C2	Viernes	13:30-14:30	There are no records

Remarks:
ENVIAR E-MAIL PARA CONCERTAR CITA. GRACIAS

Duration:	Day:	Hours:	Place:
C2	Jueves	12:30-13:30	There are no records

Remarks:
ENVIAR E-MAIL PARA CONCERTAR CITA. GRACIAS

NAVARRO BAILON, MARIA DE LOS ANGELES

Professor: **GRUPO 1, GRUPO 3**

Group coordination: **GRUPO 1**

Category

PROFESOR PERMANENTE LABORAL

Area

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

Department

COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

Email / Personal web page / Online tutoring sessions

angelesn@um.es www.um.es/angelesn/ Online tutoring sessions: **No**

Phone number and office hours

Duration:	Day:	Hours:	Place:
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A Miércoles 09:30-12:30 868887825, Facultad de Economía y Empresa

Remarks:

Despacho D5/12

Duration:

A

Day:

Jueves

Hours:

12:00-15:00

Place:

868887825, Facultad de Economía y Empresa

Remarks:

Despacho D5/12

2. Presentation

Marketing Management II is a compulsory 6-credit course taught in the second semester of third year in ADE. In the first semester, students take Marketing Management I and both subjects make up the content of Marketing Management area. The content of this marketing area refers to the presentation and analysis of marketing decisions in the business and organizational context.

This course of Marketing Management II provides fundamental knowledge about the decisions that have to be taken in the company concerning communication (first part) and sales management (second part).

Companies must take daily marketing and business decisions. In this subject, specifically, the student is prepared to take the most appropriate decisions to achieve the planned marketing objectives, based on the available information and resources. As in the previous semester, students have taken Marketing Management I (where they learn about product, price and distribution decisions), both subjects offer a complete overview of the traditional '4Ps'.

Students are encouraged to take into account the contents covered in Introduction to Marketing and Marketing Management I, specially those related to markets, market segmentation and positioning, product, price and distribution, as that knowledge constitutes the base for understanding the phenomena related to communication and sales management decisions.

3. Conditions of access to the course

3.1. Incompatibilities

There are no records.

3.2. Requirements

There are no records.

3.3. Recommendations

Students should have previously taken Introduction to Marketing.

4. Competencies

4.1. Basic competencies

- CB5: Que los estudiantes hayan desarrollado aquellas habilidades de aprendizaje necesarias para emprender estudios posteriores con un alto grado de autonomía

4.2. Degree competencies

There are no records

4.3. Transversal and course competencies

- To know the main marketing communication decisions and their effects on markets, the competition and the company
- To develop the capacity to elaborate marketing communication decisions proposals
- To develop the capacity to implement an integrate marketing communication activities

5. Contents

5.1. Theoretical contents

Theme 1: The promotion mix and Integrated Marketing Communications

Theme 2: Advertising Management and design

Theme 3: Digital Marketing and social media

Theme 4: Sales Promotions

Theme 5: Public Relations and Sponsorship Programs

Theme 6: Database and direct response marketing

Theme 7: Personal Selling and Sales Force Management

5.2. Practical contents

- **Practical activity 1: Project-related activities**

Project related- activities include class work, home work and presentations about a group-project developed along the course

Related to:

- Theme 1: The promotion mix and Integrated Marketing Communications
- Theme 2: Advertising Management and design

- Theme 3: Digital Marketing and social media
- Theme 4: Sales Promotions
- Theme 5: Public Relations and Sponsorship Programs
- Theme 6: Database and direct response marketing
- Theme 7: Personal Selling and Sales Force Management

■ Practical activity 2: Other-activities

Other activities such as readings, exercises and discussions will be developed along the course

Related to:

- Theme 1: The promotion mix and Integrated Marketing Communications
- Theme 2: Advertising Management and design
- Theme 4: Sales Promotions
- Theme 5: Public Relations and Sponsorship Programs
- Theme 6: Database and direct response marketing
- Theme 7: Personal Selling and Sales Force Management

6. Training activities

Training Activity	Methodology	Hours	In-person
3.1: Resolución de problemas /Estudios de caso.	Actividades prácticas de ejercicios y resolución de problemas, estudio de casos, aprendizaje orientado a proyectos, exposición y análisis de trabajos, debates, simulaciones, etc. Suponen la realización de tareas por parte de los alumnos, dirigidas y supervisadas por el profesor, con independencia de que en el aula se realicen individualmente o en grupos reducidos.	15.0	100.0
AF1: Exposición teórica / Clase magistral	Exposición teórica, clase magistral, proyección..., dirigida al gran grupo, con independencia de que su contenido sea teórico o práctico. Junto a la exposición de conocimientos, en las clases se plantean cuestiones, se aclaran dudas, se realizan ejemplificaciones, se establecen relaciones con las diferentes actividades prácticas que se realizan y se orienta la búsqueda de información.	35.0	100.0
AF2: Tutorías individuales o grupales	Sesiones de intercambio individual con el estudiante previstas en el desarrollo de la materia.	10.0	100.0
AF6: Trabajo Autónomo del alumno	Trabajo autónomo del alumno.	90.0	0.0

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.	Bilingual group (Group 2): ■ The final exam will include short questions and one long question related to the content of the course or related to a case study or article ■ Students must obtain at least 4 out of 10 points to pass the exam. Otherwise, the rest of the evaluation instruments will not be taken into account to calculate the global mark	50.0
SE3	Seminarios, trabajos, prácticas e informes escritos y/o presentación pública de los mismos.	Bilingual group (Group 2): ■ The weight of the group project and project-related activities is 30% ■ The weight of the other activities and presentations is 20% ■ The mark reached through this evaluation instrument is not recoverable and is maintained in the two exam calls of the academic year ■ Students taking this subject for the second time have the option of keeping their grades of this evaluation criteria from the previous year. All students in this situation must communicate their decision to the professors during the first two weeks of the semester	50.0

9. Exam dates

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

10. Learning outcomes

After passing this course, students will understand the basic characteristics of the different communication instruments and how they are integrated in a consistent way in the company
They will be able to analyse and take decisions about the company's advertising activities, but also about the different tools of the Integrated Marketing Communication plan and their suitability according to the company's objectives

11. Bibliography

Group: GRUPO 1

Basic bibliography

- [Clow, K. and Baack, D. \(2021\), Integrated Advertising, Promotion, and Marketing Communications, Pearson \(Global Edition\)](#)
- [Clow, Kenneth E. and Donald Baack \(2014\), Integrated Advertising, Promotion, and Marketing Communications. 6th Ed. Pearson.](#)

Further reading

- [Belch, George E. and Michael A. Belch \(2017\), Advertising and Promotions: An Integrated Marketing Communications Perspective, 11th ed. New York: McGraw-Hill.](#)
- [Clow, K. and Baack, D. \(2018\), Integrated Advertising, Promotion, and Marketing Communications, 8th edition, Pearson \(Global Edition\)](#)
- [Johnston, Mark W. and Greg W. Marshall \(2013\), Sales Force Management. Leadership, Innovation and Technology. 11th Ed. Routledge, New York and London. \(additional reference\)](#)
- [Kotler, Philip and Gary Armstrong \(2018\), Principles of Marketing. Global Edition, 17th ed. Pearson](#)

Group: GRUPO BILINGÜE

Basic bibliography

- [Clow, K. and Baack, D. \(2021\), Integrated Advertising, Promotion, and Marketing Communications, Pearson \(Global Edition\)](#)
- [Clow, Kenneth E. and Donald Baack \(2014\), Integrated Advertising, Promotion, and Marketing Communications. 6th Ed. Pearson.](#)

Further reading

- [Belch, George E. and Michael A. Belch \(2017\), Advertising and Promotions: An Integrated Marketing Communications Perspective, 11th ed. New York: McGraw-Hill.](#)
- [Clow, K. and Baack, D. \(2018\), Integrated Advertising, Promotion, and Marketing Communications, 8th edition, Pearson \(Global Edition\)](#)
- [Johnston, Mark W. and Greg W. Marshall \(2013\), Sales Force Management. Leadership, Innovation and Technology. 11th Ed. Routledge, New York and London. \(additional reference\)](#)

- [Kotler, Philip and Gary Armstrong \(2018\), Principles of Marketing. Global Edition, 17th ed. Pearson](#)

Group: GRUPO 3

Basic bibliography

- [Clow, K. and Baack, D. \(2021\), Integrated Advertising, Promotion, and Marketing Communications, Pearson \(Global Edition\)](#)
- [Clow, Kenneth E. and Donald Baak \(2014\), Integrated Advertising, Promotion, and Marketing Communications. 6th Ed. Pearson.](#)

Further reading

- [Belch, George E. and Michael A. Belch \(2017\), Advertising and Promotions: An Integrated Marketing Communications Perspective, 11th ed. New York: McGraw-Hill.](#)
- [Clow, K. and Baack, D. \(2018\), Integrated Advertising, Promotion, and Marketing Communications, 8th edition, Pearson \(Global Edition\)](#)
- [Johnston, Mark W. and Greg W. Marshall \(2013\), Sales Force Management. Leadership, Innovation and Technology. 11th Ed. Routledge, New York and London. \(additional reference\)](#)
- [Kotler, Philip and Gary Armstrong \(2018\), Principles of Marketing. Global Edition, 17th ed. Pearson](#)

Group: GRUPO 4

Basic bibliography

- [Clow, K. and Baack, D. \(2021\), Integrated Advertising, Promotion, and Marketing Communications, Pearson \(Global Edition\)](#)
- [Clow, Kenneth E. and Donald Baak \(2014\), Integrated Advertising, Promotion, and Marketing Communications. 6th Ed. Pearson.](#)

Further reading

- [Belch, George E. and Michael A. Belch \(2017\), Advertising and Promotions: An Integrated Marketing Communications Perspective, 11th ed. New York: McGraw-Hill.](#)
- [Clow, K. and Baack, D. \(2018\), Integrated Advertising, Promotion, and Marketing Communications, 8th edition, Pearson \(Global Edition\)](#)
- [Johnston, Mark W. and Greg W. Marshall \(2013\), Sales Force Management. Leadership, Innovation and Technology. 11th Ed. Routledge, New York and London. \(additional reference\)](#)
- [Kotler, Philip and Gary Armstrong \(2018\), Principles of Marketing. Global Edition, 17th ed. Pearson](#)

Group: GRUPO ITINERARIO

Basic bibliography

- [Clow, K. and Baack, D. \(2021\), Integrated Advertising, Promotion, and Marketing Communications, Pearson \(Global Edition\)](#)
- [Clow, Kenneth E. and Donald Baak \(2014\), Integrated Advertising, Promotion, and Marketing Communications. 6th Ed. Pearson.](#)

Further reading

- [Belch, George E. and Michael A. Belch \(2017\), Advertising and Promotions: An Integrated Marketing Communications Perspective, 11th ed. New York: McGraw-Hill.](#)
- [Clow, K. and Baack, D. \(2018\), Integrated Advertising, Promotion, and Marketing Communications, 8th edition, Pearson \(Global Edition\)](#)
- [Johnston, Mark W. and Greg W. Marshall \(2013\), Sales Force Management. Leadership, Innovation and Technology. 11th Ed. Routledge, New York and London. \(additional reference\)](#)
- [Kotler, Philip and Gary Armstrong \(2018\), Principles of Marketing. Global Edition, 17th ed. Pearson](#)

12. Remarks

Observations regarding assessment:

- The grade corresponding to "Final examen" (weight: 50%) will be kept for exam calls of June and July, as well as for January of the following academic year.

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

This subject is directly linked to Sustainable Development Goal 12 "Responsible Production and Consumption"

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".