

## **142113 -**

### **Information of the program**

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**Study:** 14211 - Bachelor's Degree in Business Administration and Management + Management in Digital Environments  
24200 - Bachelor's Degree in Business Administration and Management

**Academic year:** 2022/23

**Subject:** 142113 -

**Teaching period:** Second semester

**Year:** 1

**Type:** Elective

**ECTS Credits:** 6.0

### **Justification**

Business management professionals must be familiar with the different functional areas of the organization, including marketing. This subject is built on the two previous subjects in the marketing area, "Marketing Fundamentals" and "Operational Marketing", in which both strategic and operational marketing decisions have been covered.

This course aims to go one step further, reviewing both the philosophy and elements, as well as the process of creating a marketing plan and a business canvas, always under a much broader concept such as the business corporate plan.

The focus of this subject with respect to the business plan and the marketing plan has a clear market orientation, as the only way to achieve the success and growth of the organizations. Both plans therefore become guidelines for achieving the business objectives of growth and profitability on the one hand, and the satisfaction (adding value) of the different actors involved in the market, on the other, taking into account global markets and the social responsibility of Business.

### **Prerequisites**

Taking this course assumes that the student has assimilated the basic concepts related to the marketing area:

- The different mentalities or existing approaches for the business management: production, product, sales, marketing, social marketing, and comprehensive marketing.
- The differences between strategic marketing and operational marketing.
- Market research.
- Consumer behaviour.
- Market segmentation and positioning.

- The management of the four tools of the marketing mix: product / service, price, promotion, and distribution.

## **Subject competencies**

The subject "Advanced Marketing" contributes especially to the development of the specific macro competence MC3, and to the development of the generic macro competence MC10, which are detailed below.

The specific MC3 macro competence, "Market and customer orientation" is defined as "Guiding the company's management towards the satisfaction of customers and other stakeholders, identifying their needs, promoting value creation through products and services quality and developing effective exchange relationships. "

The generic macro competence MC10 refers to "Creative Thinking": The subject also contributes to the development of the generic "Creativity" Competence (CG1), at its level of domain 1. This competence is defined as: "Address and respond satisfactorily to situations of new and original ways in a given context. "

Its concretion at domain level 1 would be: "Generate and transmit/influence new ideas or generate innovative alternatives to the known problems or situations that arise."

Specifically, in Advanced Marketing we will promote the development of the following specific skills:

SC 1- Assess and suggest improvements to the strategic analysis of marketing plans of companies in our environment. Analyze as well the business model canvas and assess the coherence of the company strategy, situational analysis and marketing objectives, as well as other elements of the companies.

● SC 2- Assess and suggest improvements to the strategies and operational and control components of marketing plans of companies in our environment. Analyse as well the coherence of the objectives, strategies, and product / services, prices, channels, communication and other elements of the companies.

● SC 3- Judge the suitability of the business model and marketing plan of a given organization, taking into account the social environment in which it is located and analyse the different social stakeholders that it must satisfy in order to respond to the challenges that surround it.

## **Course content**

### **Didactic unit 1: Creativity**

- What is creativity? Are we creative?
- Techniques and tools to improve and generate more innovative ideas.

### **Didactic unit 2: The marketing plan in practice**

- Business plan vs. Marketing Plan
- Traditional marketing plan outline
- Analysis and diagnosis + Definition of objectives

- Strategies or Marketing Mix
- Evaluation and control

### **Didactic unit 3: Sustainability and Marketing**

- Social criticism of marketing
- Proactive consumers and sustainable marketing
- Companies, Sustainable Development Goals (SDGs) and sustainable marketing
- Sustainable marketing plans

### **Teaching/learning strategy, assessment system and materials**

Note: If, due to the change of the covid-19 situation and following the directives of the authorities, the University of Deusto decides to move from the system of total attendance to adapted-attendance, the distribution of hours between class time (classroom and/or remote) and out-of-class time (students' work) will be re-planned. This would be the only aspect that would change, and the assessment system would remain stable.

#### **Teaching learning strategies:**

The teaching-learning strategies that will be used in this subject will be of two types:

- Knowledge acquisition activities for the development of the previously indicated generic and specific competences. We refer to activities such as contextualization and reflection questions, review of the provided materials, review, or clarification of concepts by the professor, reading articles and texts, feed-back of practical activities, or personal study.
- Activities of various types that allow the application of the acquired knowledge and the development of the generic and specific competences previously indicated, as well as their evaluation. That is: search information, reading and analysis of articles; carrying out activities and practical cases (individually and in groups); tutored reflections with subsequent exposition or discussion; personal study; feedback and evaluation of the exercises; and taking exams.

Thus, all didactic units will be worked starting with a contextualization and reflection on their relevance, through reading articles, debates, questions, videos, searching for information by students ...

Next, and after the students have read the material of the didactic unit (corresponding chapter of the documents, articles ...) the teacher, or the students, will make a presentation of the main concepts related to the competence. The concepts and business models will be considered as the basis for the practical and deepening applications of the students. Some of these applications will be used exclusively for the student to receive feedback, while others will also be used as the basis for the evaluation.

### **Evaluation system**

The evaluation of the subject will be carried out through three components:

- A partial and final test, test type and individual (20% of the final grade).
  - An intermediate and final group presentation related to the preparation of a marketing plan (50% of the final grade for each of the specific competences).
  - The generic "creativity" competence is evaluated within group presentations with a total weight of 10%.
  - Individual assignments and proactive class participation (30% of the final grade).
- IMPORTANT: The grade of each of the tests must be higher than 5 to pass the course, as well as in

the case of the evaluation of the group presentations.

**\*\***In the extraordinary call and the subsequent calls, those students who failed the group assignment will have to present individually a new assignment related with the preparation of a marketing plan. If the students have failed the test type evaluation, in the extraordinary call and the subsequent calls, they will carry out an individual theoretical-practical test of all the specific competences.

## **BASIC DOCUMENTATION:**

The teacher will provide the students, prior to the sessions and via ALUD, the basic documents to work for the contextualization and experimentation sessions as well as for the evaluation of the competences.

## **RECOMMENDED ADDITIONAL BIBLIOGRAPHY:**

- Berger, Jonah; "Contagioso, cómo conseguir que tus productos e ideas tengan éxito"; Gestión 2000; 2014.
- Berger, Jonah; "Invisible Influence: The Hidden Forces That Shape Behaviour"; SIMON & SCHUSTER AUDIO; 2017.
- Carr, Nicholas; "The big switch: rewiring the world from Edison to Google"; W.W. Norton & Company; 2008.
- Coto, M.; El Plan de Marketing Digital: blended marketing como integración de acciones on y offline. Ed. Prentice Hall; 2008.
- "Digital Marketing" (2019). Authors: Dave Chaffey and Fiona Ellis-Chadwick. Seventh edition. Pearson Education.
- "Fundamentals of Marketing" (2018). Authors: Kotler, P., Armstrong, G. y Malhotra, N. (compiled por García-Feijoo, M. y Eizaguirre, A.). Pearson Education. Third Edition.
- García Fuentes, David; "Todo lo que hay que saber de marketing y negocios en móviles"; Wolters Kluwer España; 2012.
- "Business model generation: a handbook for visionaries, game changers, and challengers" (2010). Authors: Osterwalder y Pigneur. John Wiley & Sons.
- iProspect, "Future Focus 2018"
- KPMG, "The changing landscape of disruptive technologies"; 2017
- Liberos, Eduardo; Núñez, Álvaro; Bareño, Ruth; García del Poyo, Rafael; Gutiérrez-Ulecia, Juan Carlos; Pino, Gabriela (2013): "El libro del marketing interactivo y la publicidad digital". Ed. ESIC
- Maciá, Fernando y Gosende, Javier; "Marketing online. Estrategias para ganar clientes en internet"; Anaya Multimedia; 2010.
- "Marketing 4.0" (2019). Philip Kotler. Ed. LID.
- Marketo, "Marketing Predictions 2017".
- "Principles of Marketing" (2018). Authors: Philip Kotler and Gary Armstrong. Seventeenth Edition, Global Edition. Pearson Education.
- Pulizzi, Joe & Barrett, Newt; "Get content, get customers. Turn prospects into buyers with content marketing"; Mc Graw Hill; 2009.
- Sainz de Vicuña, Jose María; "El plan de marketing en la práctica"; ESIC Editions; 2016.
- Sainz de Vicuña, Jose María; "El plan de marketing digital en la práctica"; ESIC Editions; 2018.
- Sanagustín, Eva; "Marketing de Contenidos. Estrategias para atraer clientes a tu empresa"; Anaya Multimedia – Collection Social Business; Abril 2013.
- Stokes, Rob & Quirk eMarketing; "eMarketing: The Essential Guide to Marketing in a Digital World";

Quirk Education; 2013.

**As a complement, various articles and reports will be delivered (in Spanish or English) that will be as well part of the learning material of the subject.**