



SUBJECT SYLLABUS

ACADEMIC OVERVIEW

INTERNATIONAL SCHOOL OF ECONOMIC & ADMINISTRATIVE SCIENCES

COURSE NAME AND CODE: Marketing Management (81130)

PROGRAM:

Bachelor of Business Administration (BBA)

Bachelor of International Marketing & Logistics Administration (BIMLA)

LEVEL OF STUDY: Undergraduate Programme

GENERAL ACADEMIC INFORMATION			
LATEST UPDATE	2020-2		
ACADEMIC DEPARTMENT	Marketing		
SUBJECT TYPE	Mandatory		
LANGUAGE	English		
SEMESTER	Programme	Semester	
	BBA	6	
	BIMLA	7	
NUMBER OF ACADE	3		

MIC CREDITS					
HOURS OF ACADEMIC WORK	160	CONTACT HOURS	64	HOURS OF INDEPENDENT/AUTONOMOUS WORK	96
LEARNING PREREQUISITES	<ul style="list-style-type: none"> Marketing Fundamentals and Level 7 English 				
INTERNATIONAL COMPONENT	<ul style="list-style-type: none"> National and international standards, policies, regulations and mores related to the professional field. Vocabulary and technical language to communicate in different cultural contexts. 				
SUSTAINABLE DEVELOPMENT GOALS (SDG)	SDG: 4. Quality Education				
COURSE DETAILS					
COURSE DESCRIPTION	<p>The critical role of Marketing Management in business performance is demonstrated in the market - driven strategies of successful organizations that compete in a wide range of competitive and market situations. The increasing importance of superior customer value, leveraging distinctive capabilities, responding quickly to diversity and change in the marketplace, creating new products, and recognizing global business challenges require effective marketing strategies to win and maintain a competitive advantage.</p> <p>The course focuses on formulating and implementing marketing management strategies and policies, a task undertaken in most companies at the strategic business unit level. The objective is to develop analytical skills, apply decision tools, and learn frameworks that will discipline student approaches to market management.</p>				
KEY WORDS:	Management; Marketing; Strategy; Marketing Management; Marketing Strategy				

	EICEA ILOS or Programme ILOS	Course ILOS	Type	Content	Teaching and Learning strategy	Assessment Method
COMPETENCES DEVELOPED	ILO 01 ILO 04 ILO06 BIMLA ILO07	Contribute to the development of social responsibility in organizations and in the people that form them.	Skill	Class 1 – Core Concepts and Definitions Class 5 – Marketing Strategy and Tactics: Marketing Mix: 4 P’s / 7 P’s Class 12 – Strategies for Customer Relationship and to Generate Customer Value	Adaptative Learning	Projects, class activities, and Exam
	ILO02 BIMLA ILO08	Identify and generate solutions to problems related with a reality and social-economic and cultural contexts with marketing related strategies of service organizations.	Attitude	Class 2 – Situation Analysis in Marketing Strategy Class 3 – Customer Behavior Decision Analysis Class 4 – STP Analysis: Segmentation; Targeting; Positioning. Class 5 – Marketing Strategy and Tactics: Marketing Mix: 4 P’s / 7 P’s Class 6 – Product Strategies and Tactics Class 8 – Promotion Strategies and Tactics Class 9 – Price Strategies and Tactics Class 10 – Place / Distribution Strategies and Tactics Class 11 – Strategies for the Extended Marketing Mix for Services Class 12 – Strategies for Customer Relationship and to Generate Customer Value Class 13 – Key Performance Indicators and Customer Metrics	Problems Based Learning	Problems, Projects and activities
	ILO02 ILO03 BIMLA ILO07 BIMLA ILO09	Create marketing plans to define a strategic positioning involving all variables, always searching to	Skill	Class 2 – Situation Analysis in Marketing Strategy Class 3 – Customer Behavior Decision Analysis	Projects Based Learning	Projects and activities

	increase value and consumer perception.		<p>Class 4 – STP Analysis: Segmentation; Targeting; Positioning.</p> <p>Class 5 – Marketing Strategy and Tactics: Marketing Mix: 4 P’s / 7 P’s</p> <p>Class 6 – Product Strategies and Tactics</p> <p>Class 8 – Promotion Strategies and Tactics</p> <p>Class 9 – Price Strategies and Tactics</p> <p>Class 10 – Place / Distribution Strategies and Tactics</p> <p>Class 11 – Strategies for the Extended Marketing Mix for Services</p> <p>Class 12 – Strategies for Customer Relationship and to Generate Customer Value</p> <p>Class 13 – Key Performance Indicators and Customer Metrics</p>		
<p>ILO 01: Global Vision: Demonstrate an understanding of multicultural environments both in local and global contexts.</p> <p>ILO02: Critical Thinking: Evaluate information using critical and analytical reasoning to address changing economic and business situations.</p> <p>ILO03: Teamwork: Understand and work with others of different backgrounds to solve problems, develop meaningful relationships, and share knowledge.</p> <p>ILO04: Ethics & Social Responsibility: Demonstrate awareness of ethical issues in business environments and contribute to the improvement of social conditions.</p> <p>ILO 06: Principles and concepts of administration: Demonstrate specific knowledge in the field according to the level of study (Bachelor).</p> <p>BIMLA ILO07: Apply technical skills associated with marketing and logistics in the decision making process of the firm.</p> <p>BIMLA ILO08: Understanding marketing tendencies and demonstrating ability to identify critical components in value chains.</p> <p>BIMLA ILO09: Communication: Communicate effectively in written and spoken manner in Spanish, English, and a third language.</p>					

BIBLIOGRAPHY	<p>Basic Readings:</p> <ul style="list-style-type: none">• Aaker, D. A. & Moorman, C. (2017) Strategic Market Management (11th ed.) Hoboken: Wiley.• Kotler, P. & Armstrong, G. (2018). Principles of Marketing (17th ed.) Harlow: Pearson Education Limited.• Steenkamp, J.B. (2017). Global Brand Strategy. London: Palgrave Macmillan UK.• Wirtz, J., & Lovelock, C. (2018). Essentials of Services Marketing (3rd ed.). Harlow: Pearson Education Limited.• Wood, M. (2014). The Marketing Plan Handbook (5th ed.). Harlow: Pearson Education Limited.• Zeithaml, V. A., Bitner, M. J., & Gremler, D. D. (2018). Services Marketing: Integrating Customer Focus Across the Firm (7th ed.). New York: McGraw-Hill Education.
---------------------	---