



IDENTIFYING DATA

Marketing Management II

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|---------------------|--|-----------|------|------------|
| Subject | Marketing Management II | | | |
| Code | V03G020V01502 | | | |
| Study programme | Grado en Administración y Dirección de Empresas | | | |
| Descriptors | ECTS Credits | Choose | Year | Quadmester |
| | 6 | Mandatory | 3rd | 1st |
| Teaching language | Spanish Galician English | | | |
| Department | | | | |
| Coordinator | Otero Neira, María del Carmen | | | |
| Lecturers | Otero Neira, María del Carmen Pariente Ojea, María de los Ángeles | | | |
| E-mail | cachu@uvigo.es | | | |
| Web | | | | |
| General description | <p>The subject intends to provide the students the necessary knowledge to design and develop a marketing program, and qualify them for taking commercial decisions. In particular, the subject, marketing management II, intends to deepen in the theoretical understanding as well as to put in practice those operative marketing strategies. i.e. : product, price, communication and distribution.</p> <p>International students may request from the professor: a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.</p> | | | |

Training and Learning Results

| | |
|------|---|
| Code | |
| B1 | Ability to analyse and synthesise |
| B5 | Oral and written communication skills. |
| B9 | Ability to work effectively within a team |
| B13 | Capacity for learning and independent work |
| C14 | Draw up plans and policies in the different functional areas within organisations |

Expected results from this subject

| Expected results from this subject | Training and Learning Results | |
|---|-------------------------------|-----|
| Acquire knowledge and mastery of the marketing mix tools of the company | B1 B5 B13 | |
| Apply and implement product related marketing strategies, both individually and in group | B1 B5 B9 B13 | C14 |
| Apply and implement price related marketing strategies, both individually and in group | B1 B5 B9 B13 | C14 |
| Apply and implement communication related marketing strategies, both individually and in groups | B1 B5 B9 B13 | C14 |

| | | |
|---|-----------------------|-----|
| Apply and implement placement related marketing strategies, both individually and in groups | B1 B5 B9 B13 | C14 |
|---|-----------------------|-----|

Contents

| Topic | |
|--|--|
| Chapter 1. The value proposition of the company and its tangibilización in the marketing mix | 1.1 Market Value & Value Proposal 1.2 Marketing Mix |
| Chapter 2. Definition of the offer: product and price policies | 2.1 Product 2.2 Price |
| Chapter 3. Differentiation of the company in the market: promotion and placement policies | 3.1 Promotion 3.2 Placement |

Planning

| | Class hours | Hours outside the classroom | Total hours |
|--------------------------|-------------|-----------------------------|-------------|
| Lecturing | 10 | 5 | 15 |
| Presentation | 5 | 20 | 25 |
| Problem solving | 20 | 5 | 25 |
| Project based learning | 6 | 20 | 26 |
| Portfolio/dossier | 6 | 5 | 11 |
| Seminars | 2 | 3 | 5 |
| Objective questions exam | 3 | 40 | 43 |

*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies

| | Description |
|------------------------|---|
| Lecturing | The attendance and active participation of students in the classroom is required through exhibitions, exercise resolution, discussions and other activities. The student is advised to pre-work on the material provided by the teacher and to consult the recommended literature to complete the information in order to follow the explanations. |
| Presentation | Students presentation to the teacher and/or a group of students of a topic on content of the subject or the results of a work, exercise, project... It can be done individually or as a group. |
| Problem solving | Activity in which problems, case studies, learning projects and/or exercises related to the subject are formulated. In some cases students must develop the right or correct solutions through routine exercises, the application of formulas or algorithms, the application of procedures for transforming the available information and the interpretation of the results. In others, it is a student activity that includes the search and collection of information, reading and management of bibliography, writing, application of knowledge and skills in collaborative projects in interdisciplinary groups, etc. In addition, the results of the work will be presented by the students to the teacher and /or the group of students w. It can be done individually or as a group. |
| Project based learning | This activity allows the cooperation of several subjects and confront students, working as a team (which can be collaborative and interdisciplinary), with open problems. It allows them to train, among others, the capabilities of learning in cooperation, leadership, organization, communication and strengthening personal relationships. |
| Portfolio/dossier | Compilation of the student's work with the objective of demonstrating their efforts, progress and achievements in an area. |
| Seminars | Interviews that the students hold with the teachers of the subject for advice/development of activities of the subject and the learning process. The tutorial schedule and procedure are indicated on the Moovi educational platform. |

Personalized assistance

| Methodologies | Description |
|------------------------|---|
| Lecturing | Time dedicated to the resolution of questions and doubts. This activity is developed in class meetings of the professor with the students and/or in the professor's office. |
| Problem solving | Time dedicated to the resolution of questions and doubts. This activity is developed in class meetings of the professor with the students and/or in the professor's office. |
| Presentation | Time dedicated to the resolution of questions and doubts. This activity is developed in class meetings of the professor with the students and/or in the professor's office. |
| Project based learning | Time dedicated to the resolution of questions and doubts. This activity is developed in class meetings of the professor with the students and/or in the professor's office. |

| Assessment | | | | |
|--------------------------|---|---------------|-------------------------------|-----|
| | Description | Qualification | Training and Learning Results | |
| Presentation | This refers to oral presentations by the the students in front of the proffessor and/or a group of students of a piece of the subject, of any class related content, or of the results of a work, exercise, project□ They can be done individually or in group They are mandatory and not recoverable activities and have to be done on the dates set. | 20 | B1 B5 B9 B13 | C14 |
| Problem solving | These assesments allow to evaluate the students capability to apply the acquired theoretical and practical knowledges in a team work and/or autonomously, as well as the oral and written communication skills with others. These activities have to be delivered in the established dates and sessions. It is a mandatory and not recoverable activity. | 10 | B1 B5 B9 B13 | C14 |
| Project based learning | The ability to apply the knowledge acquired in the theoretical-practical sessions to a global project (real or fictitious) is evaluated, as well as teamwork, presentation and content. They are mandatory and not recoverable activities and have to be done on the dates set. | 20 | B5 B9 | C14 |
| Portfolio/dossier | The suitability of the delivered material is evaluated in relation to the indications of the assigned task. Work activities and its collection during class sessions. They are mandatory and not recoverable activities and have to be done on the dates set. | 10 | B1 | C14 |
| Objective questions exam | Activities designed for the evaluation of acquired competences both in the theoretical and the practical clases of the subject. They can include questions with different type of answers (true/false, multiple election,...) as well as short, numerical or essay questions. Students have to either select a response/s from a limited number of possibilities, and/or to respond to the questions, essays or exercises that they are asked. The erroneus answers penalise. The professors migh ask for a PDF with the resolutions Partial exams can be done along the semester. It will be considered as part of the content of the subject, and therefore, will be subject to evaluation, the theory from the text book, the exercises as well as all reading, activity, case, audiovisual material, web page, work or comment indicated or made by the professors in the classroom in boht theoretical and practical classes. | 40 | B13 | |

Other comments on the Evaluation

To pass the subject two conditions are required: (1) to obtain a minimum of 5 points in the whole of the tests/methodologies considered to be evaluated, and (2) to obtain a minimum of 5 points in the final evaluation (marked on 10) in order to add the rest of the valuables methodologies. The score obtained by the participation as well as the realization and delivery of all those activities and tasks established by the professor (cases, exercises, supposed, exhibitions, memories or any other), will be kept in the first and second evaluation calls of the academic course but in any case they will be saved for successive courses/years. In the final call or the final evaluation of the grade, the exam will take 100% of the grading.

The schedule for personal tutories with the professor will be available on the educational platform -MooVi- of the subject, as well as the instructions and the procedure for requesting them.

The students may choose to be evaluated through the continuous assessment system (CA), or alternatively opt for a Global Assessment (GA) test. Choosing GS implies formally indicating the right to continue evaluating through the remaining CA activities and the grade obtained up to that moment in any of the tests/activities that have already been taken.

In case of NOT giving up the continuous assessment, it will be considered that the student has taken the continuous assessment when they have taken any of the tests/assessment activities of this modality.

The students who do not follow the continuous evaluation must indicate it up to one month from the beginning of the semester. In this case, they will be evaluated by means of a final written (or oral, if needed) exam/evaluation scored on 10 points (100% of the grading). In this case, the exam and evaluation activities do not have to coincide with the ones for those students that follow the continuous evaluation. In such exam both theoretical and practical contents will be evaluated, as well as the students critical capability.

The dates and times of the GA tests (first and second chance) are those specified in the evaluation test calendar approved by the Xunta de Facultade for the academic year. In case of conflict or disparity between exam dates, those published on the

faculty website will prevail. <http://fccee.uvigo.es/organizacion-docente.html>.

It is recommended that students take into account Title VII (Use of illegal means), of the Regulation on Assessment, qualification and quality of teaching and the student learning process of the University of Vigo (<https://secretaria.uvigo.gal/uv/web/normativa/public/normativa/documento/downloadbyhash/4904ced4d24eb81fe5715ddde2c48c59c0a7c4d624cd0e7491df7a753985ccfa>)

Sources of information

Basic Bibliography

Carmen Otero (coordinadora), **Dirección Comercial 2**, Pearson, 2013

Gonzalez Vazquez, E.; López Miguens, M.J.; y Otero Neira, C. (coord.), **Manual Practico de Márketing**, Pearson, 2014

Philip Kotler y Gary Armstrong, **Principios de Marketing**, 17 edición, Pearson, 2018

Philip Kotler, Kevin Lane Keller, **Dirección de Marketing**, 15 edición, Pearson, 2016

Kotler, P & Keller, K.L., **Marketing Management**, 15 edición, Pearson, 2016

Miguel Santesmases Mestre, **Fundamentos de marketing**, 2 edición, Pirámide, 2018

Kotler, P., **Marketing 6.0. El tuturo es Inmersivo**, Almuzara ISBN: 9788410221093, 2024

Complementary Bibliography

Gonzalez E. y Alen, E. (coord.), **Casos de dirección de marketing**, Pearson, 2005

Kotler, P.; Armstrong, G., **Fundamentos de marketing**, 13 edición, Pearson, 2017

Working Material, **Plataforma Educativa Univesidad de Vigo**,

Kotler, P., **MARKETING 5.0: TECNOLOGIA PARA LA HUMANIDAD**, ALMUZARA - 9788418709876, 2021

Recommendations

Subjects that continue the syllabus

Commercial Research/V03G020V01701

Responsible marketing/V03G020V01930

Sectorial marketing/V03G020V01910

Subjects that it is recommended to have taken before

Marketing Management I/V03G020V01403

Other comments

This educational guide anticipates the learnign assets and methodologies for the developepment of the subject and it is conceived in a flexible form. The data that appear in this guide and in his planning and educational methodologies are orientative by considering adjustments derived from the heterogeneity of the groups and of the students or any other cuncumstance that may arise.

In consequence, it can require readjustments along the academic course promoted by the dynamics of the class and of the group or by the importance of the situations that could arise.

Likewise, The teaching staff will offer students the information and material that is necessary for the realization of the proposed activities through the educational platform of the University of Vigo (MOOVI), as well as the specific guidelines at each moment of the training process.

This subjet is also in the PCEO Administration and Business Degree and Law Degree. It is taught during the first semester of the fourth course and it is taught by Prof. Dr. Carmen Otero Neira.