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UNIVERSITAT POLITÈCNICA  
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BARCELONATECH

# **GLOBAL EXECUTIVE MASTER IN BUSINESS ADMINISTRATION**

## **TEACHING GUIDE FOR MARKETING AND VALUE CREATION [2023-24]**

## GENERAL DETAILS

<b>Course name:</b>	MARKETING AND VALUE CREATION
<b>Academic year:</b>	2023-24
<b>Degree:</b>	Global Executive Master in Business Administration
<b>Number of credits (ECTS):</b>	6
<b>Date of latest revision:</b>	May 2023
<b>Lecturers in charge:</b>	PhD. Jessica Langan Azañedo

## 1. GENERAL DESCRIPTION

The purpose of the Marketing and Value Creation course is to provide students with the fundamental and relevant concepts of marketing from a customer-centric viewpoint, emphasizing innovative practices that are applied to business today, from an analytical, strategic and operational perspective that facilitates business decision making.

The course is organized in three units that will be mentioned below:

The unit 1, "ANALYTICAL AND STRATEGIC MARKETING" focuses on the fundamentals of marketing, the role of marketing in the company, the analysis of the marketing environment and its impact on strategic decisions. It will also reflect on the study of consumer behavior in the buying process to determine the value proposition for the customer. Likewise, the student will be able to understand the strategic decisions of segmentation, targeting and positioning. Finally, the marketing plan will be addressed as the integrating point of analytical and strategic marketing, and the starting point of tactical marketing.

As for unit 2, "MARKETING MIX", students will learn about the marketing mix model or the 4Ps (Product, Price, Place, Promotion), which was proposed by McCarthy to define the variables that companies must consider in order to study their operation and to set goals and objectives. Therefore, they will understand how the company must decide on the type of product, price, distribution channels and communication. Lastly, they will also understand why any modification in one of the variables has an impact on the others.

Finally, in unit 3, the strategic sales management and its interrelation with the marketing area will be addressed. Participants will learn about the development of the commercial strategy, the negotiation process, the connection and sales channels, and the structure of the sales team. Eventually, they will also learn how to use appropriate sales techniques to achieve commercial objectives.

## 2. OBJECTIVES

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At the end of the course the student will be able to:

- Become familiar with the fundamentals and key concepts of marketing in today's context.
- Analyze customer relationship management and identify strategies to create value.
- Understand the importance of implementing an effective marketing plan.
- Apply market research techniques and understand consumer behavior.
- Determine the main steps in the design of a customer-oriented marketing strategy: segmentation, target audience, differentiation, and positioning.
- Understand the relevance of the marketing mix in the company.
- To understand the role of commercial management and its relationship with the marketing area.
- To develop communication, negotiation, and sales management skills to achieve commercial objectives.

## 3. CONTENTS

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UNIT I. ANALYTICAL AND STRATEGIC MARKETING

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UNIT II. MARKETING MIX

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UNIT III. STRATEGIC SALES MANAGEMENT

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### UNIT I. ANALYTICAL AND STRATEGIC MARKETING

#### Learning outcomes

After studying the topics of the unit and completing the exercises, the student will be able to:

- Recognize the role of marketing in the company and its relevance for business.
- To know how to select marketing research methodologies, techniques and tools, knowing the applications and limitations of each one.
- Identify the internal and external determinants of consumer buying behavior.
- Distinguish the key elements of a customer-focused marketing strategy.
- Define the fundamental steps for designing and interpreting a marketing plan.

## TOPIC 1. MARKETING FUNDAMENTALS

### Content

- 1.1. What is marketing?
- 1.2. Main concepts
- 1.3. Evolution and approaches to marketing
- 1.4. The Marketing Department in a company
- 1.5. New forms of marketing
- 1.6. Value creation
- 1.7. The Brand

## TOPIC 2. MARKET RESEARCH AND CUSTOMER INSIGHTS

### Content

- 2.1. Market concept
- 2.2. The marketing environment
- 2.3. Commercial research
- 2.4. Study of consumer behavior
- 2.5. Segmentation, targeting and positioning.
- 2.6. Marketing Plan

## UNIT II. MARKETING MIX

### Learning outcomes

After studying the topics of the unit and completing the exercises, the student will be able to:

- Identify the determinants for the development of a product portfolio.
- Distinguish between different pricing methods and develop a pricing strategy.
- Strategically manage a brand's distribution channels.
- Design distribution strategies aimed at maximizing customer satisfaction and the achievement of company objectives.
- Recognize 360° communication tools: direct marketing, sales promotion, public relations, and sponsorship.
- Implement a strategic communication plan effectively.

## TOPIC 3. PRODUCT

### Content

- 3.1 Product attributes
- 3.2 Product Levels
- 3.3. Types of products
- 3.4. A company's product portfolio
- 3.5. The product life cycle
- 3.6. Growth strategies
- 3.7. Competitive strategies

## TOPIC 4. PRICING

### Content

- 4.1. Concept and importance of price
- 4.2. Pricing constraints
- 4.3. Pricing methods
- 4.4. Pricing strategies

## TOPIC 5. DISTRIBUTION

### Content

- 5.1 Concept and functions of distribution
- 5.2 The distribution channel
- 5.3 Distribution strategies
- 5.4. Merchandising

## TOPIC 6. COMMUNICATION

### Content

- 6.1. Concept and functions of communication
- 6.2. 360° communication
- 6.3. Marketing communication tools

## UNIT III. STRATEGIC SALES MANAGEMENT

### Learning outcomes

After studying the topics of the unit and completing the exercises, the student will be able to:

- Analyze the strategic importance of the commercial process in the company and its relationship with the marketing area.
- Identify the sales channels and connection with customers.
- Recognize the role of the sales force and the management of the sales team.

## TOPIC 7. SALES AND COMMERCIAL MANAGEMENT

### Content

- 7.1. Commercial strategy and sales plan
- 7.2. Relationship and Sales Channels
- 7.3. Sales Team
- 7.4. Commercial Negotiation Process

## 4. TEACHING AND LEARNING METHODOLOGY

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The Global Executive Master in Business Administration (GEMBA) is organized in such a way that students can acquire knowledge from different subjects, apply it in practice, and develop a proactive attitude and critical thinking towards them.

The virtual program offers a flexible and progressive curriculum that allows participants to choose their learning pace. Due to this, the teaching methodologies employed are:

**LEARNING RESOURCES.** This space provides the main materials for each subject, as well as other sources of information relevant to the study. While each student sets their own study pace, a suggested timeline is provided to adequately follow the assessment established for the subject.

**MICRO LEARNING.** Audiovisual materials that introduce, complement, or expand on key concepts in a simple and practical manner.

**LEARNING CHALLENGES | LEARNING BY DOING.** Learning oriented towards solving real practical cases that encourage the practical application of theoretical content covered in different blocks of each subject. The resolution of these business scenarios is presented to verify that the objectives of the subject have been achieved.

**FORUM.** A consultation space for students to clarify any concepts that may not have been clear during individual study or work on the subject.

**DEBATES.** A discussion space promoted by the faculty to comment on current topics.

**MASTERCLASS.** Sessions delivered in streaming format by expert professionals, aimed at delving into specific topics within the business field, applying theoretical knowledge to practical situations, and promoting learning.

## 5. EVALUATION

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The Global Executive Master in Business Administration is based on a competency-based assessment model, in which the student's progress in achieving the objectives set in the master's program is evaluated. It relies on validating the knowledge acquired through tests and learning challenges.

- **TESTS.** At the end of each unit corresponding to a course, the student will demonstrate the assimilation of the contents by completing a multiple-choice test.
- **LEARNING CHALLENGES.** This involves the analysis, reflection, and resolution of real practical cases individually, contributing to business decision-making. The situations presented aim to contextualize the training activities and are based on competencies and learning outcomes to be achieved.

The final grade for each course is obtained by adding the arithmetic mean of the scores from the tests and learning challenges. The grade will be expressed, for each student, on the following scale, with the corresponding qualitative grade mention:

- 0-49: Fail
- 50-69: Pass
- 70-89: Good

- 90-100: Excellence/ Distinction

Failing a course prevents the attainment of the Master's degree; therefore, the student must re-enroll in that subject.

## 6. BIBLIOGRAPHY

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## 6.2. COMPLEMENTARY BIBLIOGRAPHY

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## 6.3. OTHER RESOURCES OF INTEREST

### WEBS

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