Coordinating unit: 240 - ETSEIB - Barcelona School of Industrial Engineering
Teaching unit: 732 - OE - Department of Management
Academic year: 2019
Degree: MASTER'S DEGREE IN MANAGEMENT ENGINEERING (Syllabus 2012). (Teaching unit Compulsory)
MASTER'S DEGREE IN INDUSTRIAL ENGINEERING (Syllabus 2014). (Teaching unit Optional)
ECTS credits: 4,5
Teaching languages: Spanish

Teaching staff
Coordinator: Jordi Olivella Nadal
Others: Luciano Kingski

Degree competences to which the subject contributes
Specific:
1. Apply theories and principles inherent in the business area in order to analyze complex situations and uncertainty, and make decisions using engineering tools.
2. Develop and implement sustainable and socially responsible solutions.

Teaching methodology
Master classes, practical classes and/or Case study.
The practical classes are based in the discussion of cases, articles or exercises.
During the practice, the students will have to carry out a presentation and synthesis of the case, solve the questions set by the Professor, argue and justify their point of view and refute the opinions of the colleagues. In the practical part, some companies will be invited to explain their experience and expertise in the different topics of marketing.

Learning objectives of the subject
The first objective is to know the problem of the business management and of the roles and main tasks of marketing within the companies.
The second objective is to locate the marketing function in the Business Management model and master the basic vocabulary and the most significant models of marketing.
The third objective is to understand and know to apply the techniques in the commercial management.

Study load

<table>
<thead>
<tr>
<th>Total learning time: 112h 30m</th>
<th>Hours large group: 20h 15m</th>
<th>18.00%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Hours small group: 20h 15m</td>
<td>18.00%</td>
</tr>
<tr>
<td></td>
<td>Self study: 72h</td>
<td>64.00%</td>
</tr>
</tbody>
</table>
## 1. INTRODUCTION AND BASIC CONCEPTS OF MARKETING

**Learning time:** 4h 30m  
Practical classes: 4h 30m

**Description:**  
Historical evolution of the market and marketing. Basic concepts of marketing. Industrial and consumer markets. Views for the marketing administration. The market. Demand. Social marketing.

**Related activities:**  
Practice 1

**Specific objectives:**  
Acquire the vocabulary and basic concepts of marketing

## 2. THE MARKET SEGMENTATION

**Learning time:** 4h 30m  
Practical classes: 4h 30m

**Description:**  
Benefits of segmentation. Considerations to be taken into account in the market segmentation. Requirements for the segments of the market. The segmentation process. Criteria for the segmentation of markets. Variables which are used in the segmentation of the market. Alternative strategies for the market segments.

**Related activities:**  
Practice 2

**Specific objectives:**  
Know the segmentation, the variables which are used and possible strategies

## 3. THE CONSUMER'S BEHAVIOUR

**Learning time:** 4h 30m  
Practical classes: 4h 30m

**Description:**  
Object and classification of the study of the consumer's behaviour. Characteristics of the consumer's behaviour. Factors affecting the consumer's behaviour. The purchase process. Models about the consumer's behaviour

**Related activities:**  
Practice 3

**Specific objectives:**  
Identify the factors affecting the consumer's behaviour regarding to the purchase and its process
### 4. THE MARKETING MANAGEMENT

**Description:**
The commercial activity of the company. The commercial system. The marketing tools. Commercial management. The state of demand and the changes of the environment. The process of commercial decision making. Control of the public image of the company

**Related activities:**
Practice 4

**Specific objectives:**
Understand the marketing and commercial function of the company: tools and decision making

<table>
<thead>
<tr>
<th>Learning time: 4h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical classes: 4h 30m</td>
</tr>
</tbody>
</table>

### 5. PRODUCT AND BRAND

**Description:**

**Related activities:**
Practice 5

**Specific objectives:**
Know the concept of product and describe its stages. Know the concept of brand

<table>
<thead>
<tr>
<th>Learning time: 4h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical classes: 4h 30m</td>
</tr>
</tbody>
</table>

### 6. PRICING POLICY

**Description:**

**Related activities:**
Practice 6

**Specific objectives:**
Know the different pricing methods and strategies

<table>
<thead>
<tr>
<th>Learning time: 4h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical classes: 4h 30m</td>
</tr>
</tbody>
</table>
# 7. DISTRIBUTION, CONCEPTS, WAYS AND STRUCTURES

<table>
<thead>
<tr>
<th>Learning time: 4h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical classes: 4h 30m</td>
</tr>
</tbody>
</table>

**Description:**
The distribution as a marketing variable. Concept of distribution channel. Organization of the distribution channel. Design of distribution channels. Distribution logistics. Quantity, location and characteristics of the sales points. Retailers. Wholesale industry

**Related activities:**
Practice 7

**Specific objectives:**
Identify the role of the distribution channels and the types and existing strategies

---

# 8. PROMOTION, ADVERTISING, SALES PROMOTION, PERSONAL MARKETING, PUBLIC RELATIONS AND DIRECT MARKETING

<table>
<thead>
<tr>
<th>Learning time: 4h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical classes: 4h 30m</td>
</tr>
</tbody>
</table>

**Description:**

**Related activities:**
Practice 8

**Specific objectives:**
Know the different promotion activities in marketing, taking into account the new ways of communication as Internet (Digital marketing)

---

# 9. MARKETING PLAN

<table>
<thead>
<tr>
<th>Learning time: 4h 30m</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practical classes: 4h 30m</td>
</tr>
</tbody>
</table>

**Description:**

**Related activities:**
Practice 9

**Specific objectives:**
Know to design, structure and implement a marketing plan (analytical, strategic and operative marketing)
### Planning of activities

<table>
<thead>
<tr>
<th>Activity</th>
<th>Hours</th>
<th>Self study</th>
<th>Theory classes</th>
<th>Practical classes</th>
</tr>
</thead>
<tbody>
<tr>
<td>(ENG) 1. PRACTICA 1</td>
<td>7h</td>
<td>7h</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ENG) 2. PRACTICA 2</td>
<td>7h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ENG) 3. PRACTICA 3</td>
<td>7h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ENG) 4. PRACTICA 4</td>
<td>7h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ENG) 5. PRACTICA 5</td>
<td>7h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ENG) 6. PRACTICA 6</td>
<td>7h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ENG) 7. PRACTICA 7</td>
<td>7h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ENG) 8. PRACTICA 8</td>
<td>7h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ENG) 9. PRACTICA 9</td>
<td>7h</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(ENG) 10. EXAMENS</td>
<td>9h</td>
<td>9h</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Regulations for carrying out activities

They will be communicated at the beginning of the semester

Bibliography

Basic:


Complementary: