



Information about the subject

Degree: Bachelor of Science Degree in Business Administration and Management

Faculty: Faculty of Legal, Economic and Social Sciences

Code: 300204 **Name:** Marketing II

Credits: 6,00 **ECTS Year:** 2 **Semester:** 1

Module: Marketing & Commercialization

Subject Matter: Marketing **Type:** Compulsory

Field of knowledge: Ciencias Sociales y Jurídicas

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English, Spanish

Lecturer/-s:

302A	<u>David Servera Francés</u> (Responsible Lecturer)	david.servera@ucv.es
302B	<u>David Servera Francés</u> (Responsible Lecturer)	david.servera@ucv.es
312D	<u>David Servera Francés</u> (Responsible Lecturer)	david.servera@ucv.es
30GI2	<u>Andreea Apetrei Kalveram</u> (English Responsible Lecturer)	andreea.apetrei@ucv.es
31GI2	<u>Andreea Apetrei Kalveram</u> (English Responsible Lecturer)	andreea.apetrei@ucv.es



Module organization

Marketing & Commercialization

Subject Matter	ECTS	Subject	ECTS	Year/semester
Marketing	12,00	Marketing I	6,00	1/2
		Marketing II	6,00	2/1
Marketing Tools	24,00	Commercial Communication	6,00	3/2
		Customer Relationship Management	6,00	3, 4/1
		Marketing Plan	6,00	3/1
		Product and Branding Management	6,00	3/2
Logistics & Internalization	12,00	Internationalisation of the Business	6,00	3/2
		Logistics and Commercial Distribution	6,00	3/2

Recommended knowledge

Not required



Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Develop the product mix matrix and classify them according to their life cycle.
- R2 To know how to apply service management tools, such as Servuction or Servqual.
- R3 Choose between different pricing techniques depending on the characteristics of the company and the market.
- R4 Analyze a communication plan.
- R5 Identify and characterize the different channels of product distribution.
- R6 Reasoning and thinking about all that experience as consumers and is related to the subject.
- R7 Meeting the main knowledge of operational marketing.
- R8 Perform and properly expose empirical cases that describes the strategies and actions of the marketing mix of a company.



Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
CB1	That students have demonstrated knowledge and understanding in an area of study that is at the core of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.		X		
CB2	That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.			X	
CB3	That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues.			X	
CB4	That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences.			X	
CB5	That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.			X	
GENERAL		Weighting			
		1	2	3	4
CG1	Capacity of analysis and synthesis.			X	
CG3	Capacity to apply knowledge into practice.			X	
CG4	Capacity to handle information from different sources.				X
CG5	Oral and written communication.			X	
CG7	Information management.		X		



CG8	Orientation to problem-solving.				X
CG9	Decision-making orientation.			X	
CG13	Ability to learn and research skills.			X	
CG14	Leadership.			X	
CG16	Self-confidence and decision making.			X	
CG18	Ability to obtain, from the data, valuable information for decision making.			X	
CG19	Commitment, responsibility and ethical sense.				X

SPECIFIC	Weighting			
	1	2	3	4
CE5	Understanding of existing and new technologies and their impact on new or future markets.	X		
CE7	Ability to manage a company or organization, understanding its competitive and institutional positioning and identifying its strengths and weaknesses.			X
CE8	Managing a company through its planning and control, using concepts, methods and tools (e.g. strategy design and implementation, benchmarking, total quality management, ABC cost system).	X		
CE15	Ability to obtain, from the data, valuable information for decision making.			X
CE20	Capacity for negotiation and problem-solving.			X



Assessment system for the acquisition of competencies and grading system

In-class teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5, R8	15,00%	Objective Tests
R1, R2, R3, R4, R5, R8	25,00%	Conduct of Theory-Practice
R1, R2, R3, R4, R5, R6, R7, R8	10,00%	Class attendance and participation
R1, R2, R3, R4, R5, R6, R7	50,00%	Final Exam

Observations

It is important to note that obtaining a minimum score of 5 out of 10 on the exam and vice versa is an essential requirement for taking the average between the exam and the continuous assessment. In the second sitting, students who fail the continuous assessment will have to take a practical exam in addition to the theoretical exam on the day of the final exam. This is to demonstrate that they have acquired the practical skills required for the subject. In these cases, the final grade for the second sitting will be the average of both exams (theory and practical). The requirement is to obtain a minimum score of 5 out of 10 on each exam to be able to take the average.

In accordance with the General Regulations for the Assessment and Grading of Official Studies and UCV's Own Degrees, the single assessment is linked to the inability of students enrolled in a face-to-face degree program to attend. It is, therefore, an extraordinary and exceptional assessment system available to students who, with justified and accredited documentation, cannot submit to the continuous assessment system. They may do so by requesting it from the professor in charge of the subject, who will expressly decide whether to accept the student's request for a single assessment and will inform them of the acceptance/denial.

Regarding the Marketing II subject, the minimum attendance required will be 70%, and the single assessment, if granted, will be based on a more comprehensive exam (theoretical and practical) on the day of the official exam session, both in the first and second sittings. Since students who opt for this system cannot attend class, they will also be unable to complete or submit any continuous assessment activities, as most of these are done in class. Doing so will result in the student failing the subject.

The use of any type of AI for practicals or assessment tests is prohibited. Unless otherwise indicated by the professor in specific cases.

The evidence to be presented and/or the test(s) to be taken in the single assessment by the student will be carried out using the same theoretical test as for the rest of the students and a practical test



consisting of a practical written test. However, the percentages assigned to the different assessment instruments will be as follows: 50% practical tests and 50% theoretical tests.

Online teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5, R6, R7, R8	5,00%	Attendance and participation in the activities of synchronous communication
R1, R2, R3, R4, R5, R8	25,00%	Conduct of deliverables
R1, R2, R3, R4, R5, R8	15,00%	Regular evaluations through online questionnaires.
R1, R2, R3, R4, R5, R8	5,00%	Participation in discussion forums
R1, R2, R3, R4, R5, R6, R7	50,00%	Final on-site assessment.

Observations

The deliverables must be submitted on time and in the correct manner, and a grade above 5 must be obtained to be averaged against the final exam. Students who pass these tests must take the in-person final exam for the course. This will also serve as a validation tool for the grades obtained in the online activities. In any case, the final exam for the course must be passed to pass the course.

In the second sitting, students who fail the continuous assessment will be required to take a practical exam in addition to the theoretical exam on the day of the final exam. This exam is intended to demonstrate that they have acquired the practical skills required for the course. In these cases, the final grade for the second sitting will be the average of both exams (theory and practical). The requirement is to obtain a minimum of 5 out of 10 on each exam to be averaged. In accordance with the General Regulations for the Assessment and Grading of Official Studies and UCV's Own Degrees, the single assessment is linked to the inability of students enrolled in a face-to-face degree to attend. It is, therefore, an extraordinary and exceptional assessment system available to those students who, with justification and accreditation, are unable to submit to the continuous assessment system. They may request this from the professor in charge of the subject, who will expressly decide on the admission of the student's request for a single assessment and will inform them of the acceptance/denial.

Regarding the Marketing II subject, the minimum attendance required will be 70%, and the single assessment, if granted, will be based on a more comprehensive exam (theoretical and practical) on the day of the official exam session, both in the first and second sittings. Since students who opt for this system cannot attend class, they will also be unable to complete or submit any continuous assessment activities, as most of these are done in class. Doing so will result in the student failing the course.

The use of any type of AI for practical exercises or assessment tests is prohibited. Unless



otherwise indicated by the instructor in specific cases.

The evidence to be presented and/or the test(s) to be taken in the single assessment by the student will be the same theoretical test as for the rest of the students and a practical test consisting of a practical written test. However, the percentages awarded to the different assessment instruments will be as follows: 50% practical tests and 50% theoretical tests.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- M1 Problem solving, commentaries, summaries to hand in periodically.
- M3 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M5 Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity.
- M7 Supervised monographic sessions with shared participation.
- M9 Application of multidisciplinary knowledge.
- M11 Personalized and small group attention. Period of instruction and / or orientation conducted by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, conducting work, etc.
- M13 Set of oral and/or written tests used in initial, formative or additive assessment of the student.
- M14 Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.



- M16 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M17 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M19 Groupwork sessions in the chat under supervision of the lecturer. Analysis of economic and business case studies, both real and fictitious, in order to build knowledge through the student's interaction and activity. Critical analysis of values and social commitment.
- M21 Monographic sessions though the semester, which will be aimed at current aspects and applications of the subject.
- M23 Set of written or oral tests used for the initial, formative or cumulative assessment of the student.
- M25 Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission in electronic format.
- M27 Individual support for the monitoring and orientation of the learning process. It will be carried out by a lecturer and will pursue the revision and discussion of the materials, topics, readings, tasks, etc.
- M29 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission.
- M31 Participation in discussion forums related to the subject under the supervision of the lecturer.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M3, M11	R2, R3, R4, R5, R6, R7	22,25	0,89
Practical Class M1, M14, M16	R1, R2, R3, R4, R5, R8	15,00	0,60
Seminar M21	R2, R3, R4, R5, R6, R7	4,50	0,18
Group Presentation of Papers M14, M16, M29, M31	R1, R2, R3, R4, R5, R6, R7, R8	8,00	0,32
Office Assistance M5, M11, M27	R1, R2, R3, R4, R5, R6, R7	6,25	0,25
Assessment M1, M5, M13, M29, M31	R1, R2, R3, R4, R5, R6, R7, R8	4,00	0,16
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M1, M5, M16, M29, M31	R1, R2, R3, R4, R5, R6, R7, R8	32,50	1,30
Independent Work M1, M14, M25	R1, R2, R3, R4, R5, R6, R7, R8	57,50	2,30
TOTAL		90,00	3,60



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M17	R1, R2, R3, R4, R5, R6, R7	4,00	0,16
Synchronous Virtual Practical Session M5	R1, R2, R3, R4, R5, R6, R7, R8	4,00	0,16
Seminar and Synchronous Virtual Videoconference M21	R1, R2, R3, R4, R5, R6, R7	4,00	0,16
On-site or Synchronous Virtual Assessment M13	R1, R2, R3, R4, R5, R6, R7, R8	3,00	0,12
TOTAL		15,00	0,60

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Work M25	R1, R2, R3, R4, R5, R6, R7, R8	60,00	2,40
Tutorial Support Sessions M27	R1, R2, R3, R4, R5, R6, R7, R8	5,00	0,20
Group Work M5, M16	R1, R2, R3, R4, R5, R6, R7, R8	10,00	0,40
Discussion Forum M31	R1, R2, R3, R4, R5, R6, R7, R8	10,00	0,40
Continuous Assessment Tasks M1	R1, R2, R3, R4, R5, R6, R7, R8	50,00	2,00
TOTAL		135,00	5,40



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Marketing Organization and Management	Profile consumer E-commerce Marketing organization
Decisions about products, brands and packaging	Products Brands Packaging
Service management	Service strategy SERVQUAL
Designing pricing strategies and programs	Concept and importance of price Price adaptation Change response
Communication Strategies	Concept and functions Mix of communication Communication decisions
Distribution Chain Management	Comercial distribution Marketing chanel



Temporary organization of learning:

Block of content	Number of sessions	Hours
Marketing Organization and Management	4,00	8,00
Decisions about products, brands and packaging	6,00	12,00
Service management	4,00	8,00
Designing pricing strategies and programs	4,00	8,00
Communication Strategies	6,00	12,00
Distribution Chain Management	6,00	12,00

References

KERIN, R.A. y HARTLEY, S.W. (2018). Marketing. 13 Edición. McGraw Hill.

KOTLER, P y KELLER, K. (2012) Marketing Management 13ª Edition. Prentice Hall. Hertfordshire

Godin, S. (2020). *Purple cow*. Penguin Books Limited.



Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

Situation 1: Teaching without limited capacity (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

Situation 2: Teaching with limited capacity (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☒ Microsoft Teams

☐ Kaltura



Situation 3: Confinement due to a new State of Alarm.

In this case, the following changes are made:

1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☒ Microsoft Teams

☐ Kaltura

Explanation about the practical sessions:



2. System for Assessing the Acquisition of the competences and Assessment System

ONSITE WORK

Regarding the Assessment Tools:

☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐ The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System:



ONLINE WORK

Regarding the Assessment Tools:

- ☒ The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.
- ☐ The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

Comments to the Assessment System: