



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 and Sales

Subject Matter: Marketing **Type:** Compulsory

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
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30GI2	<u>Andreea Apetrei Kalveram</u> (English Responsible Lecturer)	andreea.apetrei@ucv.es
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Module organization

Marketing and Sales

Subject Matter	ECTS	Subject	ECTS	Year/semester
Marketing	12,00	Marketing I	6,00	1/2
		Marketing II	6,00	2/1
Herramientas de Marketing	18,00	Commercial Communication	6,00	3/2
		Customer Relationship Management	6,00	3, 4/1
		Marketing Plan	6,00	3/1
Logística e Internacionalización	12,00	Internationalisation of the Business	6,00	3/2
		Logistics and Commercial Distribution	6,00	3/2

Recommended knowledge

It is no 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 Demostrar poseer y comprender conocimientos en un área de estudio que parte de la base de la educación secundaria general, y se suele encontrar a un nivel que, si bien se apoya en libros de texto avanzados, incluye también algunos aspectos que implican conocimientos procedentes de la vanguardia de su campo de estudio. [RAB1]
- R2 Aplicar correctamente sus conocimientos a su trabajo o vocación de una forma profesional y ser capaz de elaborar y defender argumentos y resolver problemas dentro de su área de estudio. [RAB2]
- R3 Ser capaz de recopilar e interpretar datos relevantes (normalmente dentro de su área de estudio) para emitir juicios que incluyan una reflexión sobre temas relevantes de índole social, científica o ética. [RAB3]
- R4 Ser capaz de transmitir información, ideas, problemas y soluciones a un público tanto especializado como no especializado tanto en español como en inglés. [RAB4]
- R5 Demostrar un alto grado de autonomía en el aprendizaje. [RAB5]
- R6 Elaborar respuestas teórico-prácticas basadas en la búsqueda sincera de la verdad plena y la integración de todas las dimensiones del ser humano ante las grandes cuestiones de la vida. [RAT1]
- R7 Aplicar los principios derivados del concepto de ecología integral en sus propuestas o acciones, sea cual sea el alcance y el área de conocimiento y los contextos en las que se planteen. [RAT2]
- R8 Respetar y poner en práctica los principios éticos y las propuestas de acción derivados de los objetivos para el desarrollo sostenible transfiriéndolos a toda actividad académica y profesional. [RAT3]
- R9 Ser capaz de tomar decisiones de forma autónoma, responsable y razonada. [RAG2]
- R10 Demostrar la capacidad de emplear la indagación como fuente de aprendizaje. [RAG5]
- R11 Ser capaz de dirigir y coordinar un equipo de trabajo, estableciendo y comunicando los objetivos, asignando y supervisando las tareas, motivando y apoyando a los miembros, y evaluando los resultados y el desempeño del grupo. [RAG6]



- R12 Ser capaz de relacionarse y colaborar con otras personas de forma respetuosa, empática y asertiva, reconociendo y valorando las distintas disciplinas, la diversidad y la interculturalidad, y gestionando los conflictos que puedan surgir de forma constructiva. [RAG7]
- R13 Ser capaz de actuar con seguridad y autoestima en su ámbito de estudio y en su entorno profesional, asumiendo los retos y las responsabilidades que se le presentan, y tomando decisiones de forma autónoma y fundamentada. [RAG8]
- R14 Demostrar compromiso, responsabilidad y ética en su entorno académico y profesional, respetando los derechos humanos, principios democráticos, medio ambiente y legalidad, asumiendo las consecuencias de sus acciones y promoviendo la igualdad de oportunidades y accesibilidad entre hombres y mujeres. [RAG9]
- R15 Ser capaz de integrar y aplicar los conocimientos de las distintas disciplinas que conforman el ámbito de la administración y dirección de empresas (como la economía, la contabilidad, la financiación, el marketing, la organización, etc.), para realizar un análisis integral y estratégico de una empresa, definiendo los criterios que la caracterizan y la diferencian de otras, y vinculando los resultados con el análisis del entorno en el que opera. [RAE3]
- R16 Ser capaz de comprender la tecnología existente y las nuevas tecnologías que afectan al ámbito de la administración y dirección de empresas, así como de evaluar su impacto para la creación, el desarrollo y la competitividad de los nuevos o futuros mercados. [RAE4]
- R17 Ser capaz de integrarse y gestionar una empresa, organización, o área funcional. Entendiendo su posicionamiento competitivo e institucional en el mercado y en el entorno, e identificando sus fortalezas y debilidades, así como las amenazas y oportunidades que se le presentan, para mejorar su rendimiento y su sostenibilidad. [RAE6]

Competencias

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

	Weighting			
	1	2	3	4



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5	15,00%	Objective Tests
R2, R3, R8, R9, R14, R15	25,00%	Completion of Theoretical-Practical Activities
R5	10,00%	Class Attendance and Participation
R1, R2, R3, R4, R15	50,00%	Final Exam
R1, R2, R4	5,00%	Participation in Synchronous Communication Activities
R2, R4, R5, R8, R9, R10, R14, R15	25,00%	Deliverable Activities
R1, R3	15,00%	Periodic Evaluations Through Online Questionnaires
R1	5,00%	Participation in Discussion Forums
R1, R2, R3, R5, R15	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

Observations

It is important to note that in order to calculate the average between the exam and the continuous assessment, it is essential to obtain a minimum of 5 out of 10 in the exam and vice versa. In the second sitting, students who have failed the continuous assessment will have to take an additional practical exam on the day of the final exam, in addition to the theory exam, in order to demonstrate that they have acquired the practical skills required for the subject. In these cases, the final mark for the second sitting will be the average of both exams (theoretical and practical). The condition for averaging is that a minimum of 5 out of 10 must be obtained in each exam.

In accordance with General Regulations for the Assessment and Grading of Official Courses and UCV Degrees, single assessment is linked to the inability of students enrolled in a face-to-face degree programme to attend classes.

It is, therefore, an extraordinary and exceptional assessment system available to students who, for justified and accredited reasons, are unable to undergo the continuous



assessment system, and who request it from the professor responsible for the subject, who will expressly decide on the admission of the student's single assessment request and notify them of its acceptance or rejection. As far as the Marketing II course is concerned, the minimum attendance requirement will be 70%, and the single assessment, if granted, will be based on the completion of a more comprehensive exam (theoretical and practical) on the official exam date, both in the first and second exam sessions. Given that students who opt for this system cannot attend class, they will also not be able to do/submit any continuous assessment activities, as most of these are done in class. If they do so, the student will fail the subject.

The use of any type of AI is not permitted for the completion of practical work or assessment tests, unless the teacher indicates otherwise in a specific case.

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 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.



- M9 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M10 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M11 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.
- M12 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M14 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.
- M16 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M17 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M19 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.
- M20 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1, M3	R2, R3, R12, R13, R17	22,00	0,88
Practical Class M3, M9	R2, R3, R4, R5, R9, R10, R12, R13, R14, R17	15,00	0,60
Seminar M4	R15	5,00	0,20
Group Project Presentation M9	R1, R2	6,00	0,24
Tutoring M4	R1, R5	6,00	0,24
Evaluation M9, M10	R1, R4	6,00	0,24
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M10	R9, R15	30,00	1,20
Individual Work M9	R1, R2, R5	60,00	2,40
TOTAL		90,00	3,60



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M11	R2, R3, R12, R17	4,00	0,16
Synchronous Virtual Practical Session M12	R2, R3, R4, R9	4,00	0,16
Synchronous Virtual Seminar and Videoconference M11	R2, R3, R12, R17	4,00	0,16
In-person Assessment M9, M10	R1, R4	3,00	0,12
Group Work M10	R9, R15	10,00	0,40
Individual Work M9	R1, R2, R5	60,00	2,40
TOTAL		85,00	3,40

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M11, M14	R9, R10, R13, R14, R15	50,00	2,00
Discussion Forums M14, M15	R1, R4, R5	5,00	0,20
Continuous Assessment Activities M16	R2	10,00	0,40
TOTAL		65,00	2,60



Description of the contents

Description of the necessary contents to acquire the learning outcomes.

Theoretical contents:

Content block	Contents
Marketing organization and management	Consumer profile.E-commerce.Marketing department organization
Product, brand, and packaging decisions	Product definition.Product mix.Product lines.Brand decisions.Packaging.
Service Business Management	Nature and classification of services.Characteristics of services.Service marketing strategies.
Designing pricing strategies and programs	Nature and importance of pricePrice adaptationResponding to changes
Communication Strategies	Concept and function of communication.The communication mix.Communication decisions/strategies.
Commercial Distribution Policy	Commercial Distribution as a Marketing Variable.The Marketing Channel and its Members.



Temporary organization of learning:

Block of content	Number of sessions	Hours
Marketing organization and management	4,00	8,00
Product, brand, and packaging decisions	6,00	12,00
Service Business Management	4,00	8,00
Designing pricing strategies and programs	4,00	8,00
Communication Strategies	6,00	12,00
Commercial Distribution Policy	6,00	12,00

References

KERIN, R.A. y HARTLEY, S.W. (2020). Marketing. 13 Edición. McGraw Hill. KOTLER, P y KELLER, K. (2012) Dirección de Márketing 14ª Edición Prentice Hall. Hertforshire Godin, S. (2012). La vaca púrpura. Gestión 2000.