

MARKETING, ADVERTISING & CONSUMER BEHAVIOR

**Grado en Comportamiento y Ciencias Sociales BBSS SEP-
2023 MACB-BS.3.M.A**

Area Human Resources and Organisational Behaviour

Number of sessions: 30

Academic year: 23-24

Degree course: THIRD

Number of credits: 6.0

Semester: 1^o

Category: COMPULSORY

Language: English

Professor: **JAIME VEIGA MATEOS**

E-mail: jveiga@faculty.ie.edu

E-Mail: jveiga@faculty.ie.edu

Academic Background

- Chemical Engineer, University of Santiago de Compostela (Galicia, Spain)
- Psychology, UNED (Madrid, Spain)
- Associate Professor in the Marketing department at IE Business School - since 2011
- Academic Director of the Master in Market Research and Consumer Behavior - since 2015

Corporate Experience

- P&G WE Department- 2001-2005 : R&D process Engineer/ Product research (Brussels)
- P&G Iberia 2005-2007: CMK (Market research) Associate manager beauty (Madrid)
- P&G Iberia 2007-2009: CMK Spain supporting Sales teams (Madrid)
- P&G Western Europe 2009-2010: CMK Senior Manager of experts in Point of Sale (Geneva)
- P&G Iberia 2011- 2014: Shopper Marketing Manager
- Johnson&Johnson 2015-2021 Head of Consumer Business Intelligence Southern Europe + France

Jaime started his career as R&D Chemical Engineer at Procter & Gamble, in Brussels. After 3 years he moved within R&D to the Product Research role, where he discovered market research when qualifying fabric softener formula (Lenor) to be launched in Russia, Eastern Europe or Saudi Arabia.

He moved then to Madrid to the Market research Dept (Consumer Market Knowledge) within P&G, where he studied the shopper and got familiar with many research techniques. On 2009 he's assigned as Market Research Senior Manager Western Europe, where he manages a team of experts on research at the point of sale. In 2011 he comes back to Madrid as Shopper Mkt Senior Manager, where he becomes an expert on the shopper, working closely with sales teams and key distributors.

On 2015 he joined Johnson&Johnson as Head of market research for the Southern Europe cluster for the Consumer unit. In 2020 he became Head of Consumer Business Intelligence withn J&J for the Southern Europe + France cluster until Feb21.

On the personal side, he loves travelling and sports (badminton especially), and he's passionate about understanding what it goes deep inside our mind (Psychology, NeuroSciences).

E-Mail: jveiga@faculty.ie.edu

SUBJECT DESCRIPTION

Marketing is a dynamic and exciting field, a fundamental function for organizations and corporations, large or small, that face the challenges posed by globalization and ever-changing markets, cluttered with brands and products and constantly reinventing categories and options for consumers.

People often confuse marketing with advertising or sales —highly visible activities by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising and sales, for even the most skillful marketer cannot make customers buy things they don't need (or want).

What lies at the heart of Marketing is the understanding of consumers and the need to generate genuine customer value for them. It is key for any Marketer to identify consumer needs and motivations, satisfy those needs with the right products and/or services, ensure availability to customers through the best distribution channels, use promotional activities in ways that motivate purchase as effectively as possible, and choose a suitable price to boost the firm's profitability while also maintaining customer satisfaction.

Finally, Marketers are also responsible for the developing of advertising, which links to the creation of assets and communication strategies generated to drive changes in consumers attitudes or behaviors.

Kotler defines advertising as "any paid form of non-personal presentation and promotion of ideas, goods and services through mass media by an identified sponsor", which ultimately represents the execution of the marketing strategy and is expected to impact future consumer behaviors or attitudes.

LEARNING OBJECTIVES

This course is designed to achieve a basic understanding on Marketing roles and responsibilities, as well as some insights on how to develop advertising campaigns, while connecting it with the consumer behavior understanding. By the end of the course students will be able to:

- Fully understand and contextualize the role of Marketing in society and the corporation /

organization.

- Understand the Consumer Decision Making process and relate consumer behavior theory to marketing activities, to generate useful insights.
- Develop skills of critical and analytical thinking to evaluate and solve marketing-related problems.

TEACHING METHODOLOGY

IE University teaching method is defined by its collaborative, active, and applied nature. Students actively participate in the whole process to build their knowledge and sharpen their skills. Professor's main role is to lead and guide students to achieve the learning objectives of the course. This is done by engaging in a diverse range of teaching techniques and different types of learning activities such as the following:

Learning Activity	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	30.0 %	45.0 hours
Discussions	13.33 %	20.0 hours
Exercises in class, Asynchronous sessions, Field Work	13.33 %	20.0 hours
Group work	20.0 %	30.0 hours
Individual studying	23.33 %	35.0 hours
TOTAL	100.0 %	150.0 hours

PROGRAM

SESSION 1 (LIVE IN-PERSON)

Introduction to the Course

Revise class structure, learning objectives and evaluation. Revise key concepts

Activities: Lecture. Discussion.

SESSION 2 (LIVE IN-PERSON)

Revise key consumer and Marketing trends and how they have evolved in the last years.

Activities: Lecture. Discussion.

SESSION 3 (LIVE IN-PERSON)

Introduction to the Marketing Strategy Framework.

Book Chapters: Principles of Marketing (Chapter 1. An Overview of Marketing) (See Bibliography)

SESSION 4 (LIVE IN-PERSON)

Marketing Strategy: Business Situation Analysis. Introduce key tools for analysis: SWOT, PEST, 5C's / 7C's

Activities: Lecture. Discussion.

Book Chapters: Principles of Marketing (Chapter 3. The Marketing Environment) (See Bibliography)

SESSION 5 (ASYNCHRONOUS)

Practical Case: LEGO

Activities: Campus Online Discussion Forum (mandatory participation). Practical case available in the syllabus

Practical Case : The turnaround of Lego: continued growth under family management and/or ownership? (STR010091-U-ENG-WOD)

SESSION 6 (LIVE IN-PERSON)

Types and Sources for Marketing Research, including qualitative and quant research

Activities: Lecture. Discussion.

Book Chapters: Principles of Marketing (Chapter 4. Managing Marketing Information to Gain Customer Insights) (See Bibliography)

SESSION 7 (ASYNCHRONOUS)

Complete and submit the Fabric Softeners Multimedia case

Activities: Individual submission of the multimedia case (available in the syllabus). No need for sending mails, system records your responses

Practical Case : Fabric Softeners. Increasing revenue through category development (MKS010082-U-ENG-HTM)

SESSION 8 (LIVE IN-PERSON)

Debrief of the class proposed strategies of the Fabric Softeners case and discuss all together the different Mkt strategies.

SESSION 9 (LIVE IN-PERSON)

Consumer Behavior Theories

Activities: Lecture. Discussion.

Technical note & tutorials: Consumer's Purchasing Behaviour (MKS020047-U-ENG-WOD)

Book Chapters: Principles of Marketing (Chapter 5. Consumer Markets and Consumer Buying Behavior) (See Bibliography)

SESSION 10 (LIVE IN-PERSON)

Consumer Decision Making Process

Kotler's black box

Activities: Lecture. Discussion.

Book Chapters: Principles of Marketing (Chapter 6. Business Markets and Buying Behavior) (See Bibliography)

SESSION 11 (LIVE IN-PERSON)

Consumer Motivations – MOTIVATIONAL SEGMENTATION IN MARKETING.

SESSION 12 (LIVE IN-PERSON)

Consumer Personality – INDIVIDUAL DIFFERENCES and impact for Marketing

Activities: Lecture. Discussion

(material will be uploaded into the Campus)

SESSION 13 (LIVE IN-PERSON)

Principles of Segmentation & Targeting for Positioning. Differentiation and Value proposition (POP, POD)

Activities: Lecture. Discussion.

Technical note & tutorials: Positioning: A key factor in marketing strategy (MKS020054-U-ENG-WOD)

Book Chapters: Principles of Marketing (Chapter 7. Segmenting and Targeting Markets) (See Bibliography)

SESSION 14 (ASYNCHRONOUS)

Practical Case: Fiat Stilo

Activities: Campus Online Discussion Forum (mandatory participation). Materials available in syllabus

Technical note & tutorials: Positioning (MKS020070-U-ENG-HTM)

Practical Case : Fiat Stilo: Positioning (MKS010226-U-ENG-HTM)

SESSION 15 (ASYNCHRONOUS)

Individual project:

Activities: Submission of the individual project in Campus Online

SESSION 16 (LIVE IN-PERSON)

Introduction into the Main Elements of the Marketing Mix

Activities: Lecture. Discussion

Materials will be shared after the class

SESSION 17 (LIVE IN-PERSON)

Product and Brand Strategy.

Book Chapters: Principles of Marketing (Chapter 8. Product, Services and Brands: Building Customer Value) (See Bibliography)

SESSION 18 (LIVE IN-PERSON)

Potential Guest speaker

Managing Product Portfolio. Innovation process

Activities: Lecture. Discussion

Book Chapters: Principles of Marketing (Chapter 7. New-Product Development and Life-cycle Strategies) (See Bibliography)

SESSION 19 (ASYNCHRONOUS)

PC: Halo top strategic Marketing

Activities: Campus Online Discussion Forum (mandatory participation). Materials available in syllabus

Practical Case : Halo Top: Strategic Marketing Analysis (MKS010094-U-ENG-WOD)

SESSION 20 (LIVE IN-PERSON)

Pricing- Internal and external factors

Activities: Lecture. Discussion.

Book Chapters: Principles of Marketing (Chapter 10. Pricing – Understanding and Capturing Value) (See Bibliography)

SESSION 21 (ASYNCHRONOUS)

Group discussion of the case and submission of a 1 pager

Activities: Practical case will be uploaded in Campus Online. Group submission of a 1 pager. (material will be shared prior to the class via Campus online)

SESSION 22 (LIVE IN-PERSON)

Channel Management Format

Activities: Lecture. Discussion.

Book Chapters: Principles of Marketing (Chapter 12 – Marketing Channels – Delivering Customer Value) (See Bibliography)

SESSION 23 (LIVE IN-PERSON)

Marketing Communication Format

Activities: Lecture. Discussion.

Book Chapters: Principles of Marketing (Chapter 14: Communicating Customer Value and Chapter 15. Advertising and Public Relations) (See Bibliography)

SESSION 24 (LIVE IN-PERSON)

Marketing Communication Format

Activities: Lecture. Discussion

SESSION 25 (LIVE IN-PERSON)

Fundamental Concepts about Advertising & Creativity.

Technical note: Integrated Marketing Communications (HBS 599087-PDF-ENG)

SESSION 26 (LIVE IN-PERSON)

Establishing objectives & developing Advertising Strategy. Channel selection and evaluation

How to measure effectiveness of a Mkt campaign

Activities: Lecture. Discussion

Materials will be shared after the class

SESSION 27 (LIVE IN-PERSON)

Discussion around examples on campaign tracking

Activities: Lecture. Discussion. Q&A on final project

Materials will be shared prior to the class via Campus Online

SESSIONS 28 - 29 (LIVE IN-PERSON)

Final presentation of group projects – develop a Marketing & advertising campaign linked to consumer behavior

Activities: Final presentation of final projects. Q&A

SESSION 30 (LIVE IN-PERSON)

Final close-out of the course.

Activities. Lecture. Discussion. Feedback session

EVALUATION CRITERIA

A. CLASS PARTICIPATION (20%)

Discussions and debates will count towards this grade. Participation will be evaluated according to attention paid, participation in discussions and debates and general involvement within the course. Since this is a very practical course, disruptive behaviors in the classroom, as well as lack of participation will have an impact on this part of the evaluation.

B. INDIVIDUAL PROJECT (25%)

The individual project is designed to provide, both the student and the professor, an idea of the level of understanding of the materials covered up to that session. Details of the project will be specified by your teacher during Session 1. The deliverable will take place during Session 15, and it consist in a 1 pager proposal for a concrete brand, so you can apply the learnings obtained along sessions 1-14.

Re-grade requests have to be submitted in writing explaining why you believe that your answer, as written, was incorrectly graded.

Please note that when you ask for a re-grade, since this considers again the whole exam, the final grade may be increased as well as decreased.

C. MARKETING PLAN GROUP PROJECT (30%)

This is the main project for this course and a very important part of the course. Presentations constitute an oral exam and attendance is compulsory. Only justified absences will be accepted. Delivery of the project will consist of one formal document which should compile all relevant analysis, strategy, and execution of a brand. Brand will be proposed by the team in session 15, but needs to be approved by the teacher,

A ppt/keynote presentation that will serve as visual support to the marketing proposition. This document will be the presentation document for Sessions 28- 29. Detailed instructions about the project will be provided in class so the rules of the game are clear from the beginning. All grading elements will be clearly outlined.

D. PEER EVALUATION (10%)

The presence of free-riders in teams is a problem we take VERY seriously at IE University. The willingness and ability to work in teams is highly regarded in the workplace and this class will help you to start working with this mindset. Teams as a whole will be responsible for their general management and teammates will be asked to provide a written evaluation of their peers to ensure all teams collaborate and work diligently to achieve the best possible results.

Attendance to Final Project sessions (Sessions 28 and 29) will be compulsory to ensure a team effort and any unjustified absence will be penalized by decreasing the Final Project Grade by 50% unless this absence is justified and accepted at the discretion of the Professor.

Should there be any “serious” circumstance to take into account, Professors will expect students to be formally warned with plenty of time to take action.

Instructions on how to complete your Peer Evaluation will be given prior to Sessions 28 - 29.

E. FORUM ONLINE PARTICIPATION (15%)

Please note that this part of the evaluation includes your attendance, how much you participate in the online forum discussion. If you do not attend, for whatever reason, you are forfeiting the opportunity to obtain the participation credit allotted to that session. Therefore, please note that missing participation in the forums will impact your participation, 4% each forum missed

On top of this negative impact in the grade, missing participation in the online forums will also count as absence for the total course requisites for attendance (max 9 sessions missed before achieving a FAIL).

criteria	percentage	Learning Objectives	Comments
Individual Work	25 %		Mid term, session15
Peer evaluation	10 %		
Forum participation	15 %		Participation in 5 forums
Group Presentation	30 %		
Class Participation	20 %		

RE-SIT / RE-TAKE POLICY

RE-SIT / RE-TAKE POLICY

Each student has four (4) chances to pass any given course distributed over two (2) consecutive academic years.

Each academic year consists of two calls: one (1) ordinary call (during the semester when the course is taking place); and one (1) extraordinary call (or “re-sit”) in June/July. Students who do not comply with the 70% attendance requirement in each subject during the semester will automatically fail both calls (ordinary and extraordinary) for that Academic Year and have to re-take the course (i.e., re-enroll) during the next Academic Year.

The Extraordinary Call Evaluation criteria will be subject to the following rules:

- Students failing the course in the ordinary call (during the semester) will have to re-sit evaluation for the course in June / July (except those students who do not comply with the attendance rule, and therefore will not have that opportunity, since they will fail both calls and must directly re-enroll in the course during the next Academic Year).
- It is not permitted to change the format nor the date of the extraordinary call exams or

deadlines under any circumstance. All extraordinary call evaluation dates will be announced in advance and must be taken into consideration before planning the summer (e.g. internships, trips, holidays, etc.)

- The June/July re-sit will consist of a comprehensive evaluation of the course. Your final grade for the course will depend on the performance in this exam or evaluation only. I.e., continuous evaluation over the semester (e.g. participation, quizzes, projects and/or other grade components over the semester) will not be taken into consideration on the extraordinary call. Students will have to achieve the minimum passing grade of 5 and the maximum grade will be capped at 8.0 (out of 10.0) – i.e., “notable” in the extraordinary call.
- Re-takers: Students who failed the subject on a previous Academic Year and are now re-enrolled as re-takers in a course will need to check the syllabus of the assigned professor, as well as contact the professor individually, regarding the specific evaluation criteria for them as re-takers in the course during that semester (ordinary call of that Academic Year). The maximum grade that may be obtained as a retaker during the ordinary call (i.e., the 3rd call) is 10.0 (out of 10.0). After exams and other assessments are graded by the professor (on either the ordinary or extraordinary call), students will have a possibility to attend a review session (whether it be a final exam, a final project, or the final overall grade in a given course). Please be available to attend the session in order to clarify any concerns you might have regarding your grade. Your professor will inform you about the time and place of the review session.

Students failing more than 18 ECTS credits after the June/July re-sits will be asked to leave the Program. Please, make sure to prepare yourself well for the exams in order to pass your failed subjects. ! In case you decide to skip the opportunity to re-sit for an exam or evaluation during the June/July extraordinary call, you will need to enroll in that course again for the next Academic Year as a re-taker, and pay the corresponding tuition fees. As you know, students have a total of four (4) allowed calls to pass a given subject or course, in order to remain in the program.

BIBLIOGRAPHY

Compulsory

- Kotler, P. and Armstrong, G. (2020). *Principles of Marketing*. Pearson. ISBN 9781292341132 (Printed)

BEHAVIOR RULES

Please, check the University's Code of Conduct [here](#). The Program Director may provide further indications.

ATTENDANCE POLICY

Please, check the University's Attendance Policy [here](#). The Program Director may provide further indications.

ETHICAL POLICY

Please, check the University's Ethics Code [here](#). The Program Director may provide further indications.