

MARKETING FUNDAMENTALS

**Dual Degree in Business Administration and Design/Dual
Degree in Business Administration and Design BBABID SEP-
2024 MARKn-NBAD.2.S.A**

Area Marketing and Communication

Number of sessions: 30

Academic year: 24-25

Degree course: SECOND

Number of credits: 6.0

Semester: 1º

Category: BASIC

Language: English

Professor: **SCOTT BORDEN**

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Dr. Borden is a faculty at I.E. University and previously an Assistant Professor in the Walton School of Business at the University of Arkansas and the Director of the Outdoor Industry MBA program at Western Colorado University. His PhD is from the University of Exeter (UK) in marketing of social causes.

His research and lectures are informed by the real world experiences of: publishing children's adventure books; being a senior contributor for a climbing magazine; working as the marketing director of an international outdoor company; serving on the board of directors for a Benefit Corporation Certified investment bank, supervising educators at a non-profit outdoor environmental education organization in Yosemite National Park; being an outdoor guide; and, owning his own business which has consulted with organizations such as the business certifying organization B-Lab and the conservation non-profit organizations the Access Fund.

Office Hours

Office hours will be on request. Please contact at:

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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).

The “secret sauce” to a successfully implemented marketing initiative lies in a successfully drafted value proposition of a company’s products and/or services. For this to happen, it is key for any Marketer to understand that the Marketing Strategy is the entry point to ensure an excellent execution of the product, price, distribution channels and communication/ promotional activities. Defining the correct strategy will allow Marketers to understand customer’s motivations and needs, analyze the markets and trends, research on challenging and new opportunities, segmenting and targeting the markets and building the most optimal brand positioning and value proposition. This is what this course, Marketing Fundamentals is about.

LEARNING OBJECTIVES

- Introduce and outline the main steps of the marketing process: from strategy to the implementation of initiatives and generating added value.
- Fully comprehend the marketing process from analysis, research, segmentation, targeting and positioning to develop a unique value proposition.
- Understand the Consumer Decision Making process and relate consumer behavior theory to market research, in order to generate useful insights.
- Develop skills of critical and analytical thinking to evaluate and solve marketing-related problems.
- Understand the importance of ESG in today’s company & marketing strategy.

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	23.3 %	35.0 hours
Discussions	13.3 %	20.0 hours

Exercises in class, Asynchronous sessions, Field Work	23.3 %	35.0 hours
Group work	30.0 %	45.0 hours
Individual studying	10.0 %	15.0 hours
TOTAL	100.0 %	150.0 hours

PROGRAM

SESSION 1 (LIVE IN-PERSON)

Sustainability Topics:

- Governance

Introduction to the Course

Introduction to the Course's tools: BB Ultra, Pearson My Lab (Access e-book, practice questions)

SESSION 2 (LIVE IN-PERSON)

Sustainability Topics:

- Environment
- Governance
- Social Challenge
- Economic Development

Defining Marketing & Mkt. Process

- Understand the basics of the Marketing Process: its stages and components
- From the Marketing Strategy to the Marketing Plan
- Introduce the concept of the 4 Ps' and its evolution since then, up to the 4 C's and 7 C's
- Environmental Social Governance (ESG) in Marketing
- Introduction into the Main Elements of the Marketing Mix

Book Chapters: Principles of Marketing. 2023. Chapter 1 and 20 (See Bibliography)

SESSION 3 (LIVE IN-PERSON)

Company & Marketing Strategy

- Mission & Goals
- Designing and analyzing Business Portfolio: tools -> SWOT, BCG, Ansoff Matrix and PEST(EL)
- Other Internal and External Analyses: Consumer Insights, Brand Audit, Execution and Measurement

Book Chapters: Principles of Marketing. 2023. Chapter 2 (See Bibliography)

Technical note & tutorials: The S.W.O.T. analysis tool (STR020241-U-ENG-HTM)

Technical note & tutorials: BCG Matrix (STR020232-U-ENG-VID)

Technical note & tutorials: Product Strategy Matrices: Ansoff Matrix (MKS020234-U-ENG-VID)

SESSION 4 (LIVE IN-PERSON)

Sustainability Topics:

- Environment

Analyzing the Marketing Environment

Learn the key components of the Marketing Environment: The Micro & Macro Environment.

Book Chapters: Principles of Marketing. 2023. Chapter 3 (See Bibliography)

SESSION 5 (LIVE IN-PERSON)**Sustainability Topics:**

- Governance

Situation Analysis Review

Learn how to do a Situation Analysis in the context of a Marketing Plan: Market review, Company review, Competitor review, Product Review, Distribution review, and Customer review.

Book Chapters: Principles of Marketing. 2023. Appendix 1 (See Bibliography)

Technical note & tutorials: Building the Executive Introduction of Your Marketing Plan (MKS020222-U-ENG-VID)

Technical note & tutorials: Building the Strategy of Your Marketing Plan (MKS020223-U-ENG-VID)

SESSION 6 (LIVE IN-PERSON)**Intermediate test 1 + Practical Session**

First 20 mins of the session: Intermediate Test 1 (MC on Chapters 1, 2 & 3)

Practical session: Putting into practice analytical tools: review some brand's SWOT, PEST, BCG, Ansoff analysis, etc...

SESSION 7 (LIVE IN-PERSON)**Sustainability Topics:**

- Environment
- Social Challenge

Consumer Markets & Consumer Behavior

- Consumer Insights, Consumer Behavior Theories, Factors Affecting behavior
- Buyer Decision process: offline and online: The Customer Journey
- The Buyer Decision process for New product

Book Chapters: Principles of Marketing. 2023. Chapter 5 (See Bibliography)

Technical note & tutorials: Consumer Behaviors and Drivers (MKS020136-U-ENG-VID)

SESSION 8 (LIVE IN-PERSON)**Sustainability Topics:**

- Governance
- Economic Development

Business Markets & Buying Behavior

- What are Business Markets, Business Buyer Behavior, Business Buyer Decision Process
- Business Markets in the Digital landscape
- Institutional & Government markets and how they relate to other Business or consumers

Book Chapters: Principles of Marketing. 2023. Chapter 6 (See Bibliography)

Technical note & tutorials: Buying Situation Comparisons & Buygrid Framework (MKS020238-U-ENG-VID)

SESSION 9 (LIVE IN-PERSON)

GROUP PROJECT PITCHING

Students will be asked to pitch their work on the Group Project so that the professor can give his/her feedback in class. Instructions of what needs to be delivered will be given by the professor in the first session. This counts towards your Individual Grade.

SESSION 10 (LIVE IN-PERSON)

Intermediate test 2 + Market Research

- First 20 mins of the session: Intermediate Test 2 (MC on Chapter 5 & 6)
- The Market Research Process
- Considerations in Market Research

Book Chapters: Principles of Marketing. 2023. Chapter 4 (See Bibliography)

Technical note & tutorials: Market Research Process (MKS020140-U-ENG-VID)

SESSION 11 (LIVE IN-PERSON)

Market Research

- The Questionnaire
- The Sample

Book Chapters: Principles of Marketing. 2023. Chapter 4 (See Bibliography)

Technical note & tutorials: Definition & Size (MKS020240-U-ENG-VID)

Technical note & tutorials: Questionnaire Design (MKS020239-U-ENG-VID)

SESSION 12 (LIVE IN-PERSON)

Market Research

- Garnering insights through market research
- Gathering Data
- Buyer Persona Profiling

Technical note & tutorials: What Are Insights? (MKS020159-U-ENG-VID)

Technical note & tutorials: Recognizing Insights (MKS020160-U-ENG-VID)

Technical note & tutorials: Sources of data (MKS020194-U-ENG-VID)

Technical note & tutorials: Big Data: The 5 V's (ENT020226-U-ENG-VID)

SESSION 13 (LIVE IN-PERSON)

Market Research

- Quantitative Research
- Digital Research Tools

Book Chapters: Principles of Marketing. 2023. Chapter 4 (See Bibliography)

Technical note & tutorials: Quantitative Research (MKS020144-U-ENG-VID)

SESSION 14 (LIVE IN-PERSON)

Market Research

- Qualitative Research Methods
- Digital Research Tools

Book Chapters: Principles of Marketing. 2023. Chapter 4 (See Bibliography)

Technical note & tutorials: Qualitative Research (MKS020141-U-ENG-VID)

Technical note & tutorials: Getting Facts from Interviews (ENT020230-U-ENG-VID)

SESSION 15 (LIVE IN-PERSON)

Market Research

AI tools for Mkt. Research + Segmentation

SESSION 16 (LIVE IN-PERSON)

Practical Session:

Students will be asked to read either **Fabric Softener Simulator** or **Snack Time with Gen.Z** Case Study and discuss in class.

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

Practical Case: Snack Time with Generation Z (HBS UV8591-PDF-ENG)

SESSION 17 (LIVE IN-PERSON)

GROUP PROJECT PITCHING

Students will be asked to pitch their work on the Group Project so that the professor can give his/her feedback in class. Instructions of what needs to be delivered will be given by the professor in the first session. This counts towards your Individual Grade.

SESSION 18 (LIVE IN-PERSON)

Practical Session

Practical session: Putting into practice Market Research to your Group Project

SESSION 19 (LIVE IN-PERSON)

Sustainability Topics:

- Environment
- Governance
- Social Challenge
- Economic Development

Principles of Segmentation & Targeting for Positioning

- Segmentation Criteria
- Targeting Strategy

Book Chapters: Principles of Marketing. 2023. Chapter 7 (See Bibliography)

Technical note & tutorials: Market Segments and Segmentation Criteria (MKS020165-U-ENG-VID)

SESSION 20 (LIVE IN-PERSON)

Practical Session:

Students will be asked to read the **Lululemon** Case and discuss in class the different Segmentation and Targeting strategies applied by the brand

Practical Case: Lululemon Athletica (HBS KE1010-PDF-ENG)

SESSION 21 (LIVE IN-PERSON)

Sustainability Topics:

- Environment
- Governance
- Social Challenge
- Economic Development

Differentiation

- Different ways to differentiate a brand
- Defining the Points of Parity and the Points of Difference
- How to integrate ESG as a way of Differentiation

Book Chapters: Principles of Marketing. 2023. Chapter 7 and 20 (See Bibliography)

Technical note & tutorials: Framework, Points of Parity & Points of Difference (MKS020241-U-ENG-VID)

Technical note & tutorials: How to come up with the Points of Difference (MKS020242-U-ENG-VID)

SESSION 22 (LIVE IN-PERSON)

Positioning

- How to construct a brand positioning - the key elements
- Positioning Statements, Perceptual Mapping
- How to integrate ESG in your Positioning

Book Chapters: Principles of Marketing. 2023. Chapter 7 and 20 (See Bibliography)

Technical note & tutorials: Positioning Map Feedback (MKS020167-U-ENG-VID)

SESSION 23 (LIVE IN-PERSON)

Sustainability Topics:

- Environment
- Governance
- Social Challenge
- Economic Development

The Value Proposition

- Drafting the Value Proposition
- Examples of Value Propositions
- How to integrate ESG in the Value Proposition

Book Chapters: Principles of Marketing. 2023. Chapter 7 (See Bibliography)

SESSION 24 (LIVE IN-PERSON)

Intermediate Test 3 + Frame of Reference

- First 20 mins: Intermediate Test 3 (MC on Chapter 4 & 7)
- Defining the Frame of Reference

Technical note & tutorials: The Frame of Reference (MKS020243-U-ENG-VID)

SESSION 25 (LIVE IN-PERSON)

GROUP PROJECT PITCHING

Students will be asked to pitch their work on the Group Project so that the professor can give his/her feedback in class. Instructions of what needs to be delivered will be given by the professor in the first session. This counts towards your Individual Grade.

SESSION 26 (LIVE IN-PERSON)

Practical Session

Practical session: Putting into practice Segmentation, Targeting, Positioning and Value Proposition to your Group Project

SESSION 27 (LIVE IN-PERSON)

Guest Speakers Session

Students will be asked to watch short videos from companies on Marketing Strategy and discuss them in class.

SESSIONS 28 - 29 (LIVE IN-PERSON)

Final Presentations of the Group Project + Peer Evaluation

Students will be asked to **present their Group Project** that they have been pitching and working during the course to the professor and peer students. All students must present in class their Group Project.

Failure to attend class, without an approved consent, will result in failing this Assignment.

After this session, a **Peer Evaluation** will be launched, whereby students within a group will have to evaluate other members of their group. Failure to complete this Assignment will result in failing this assignment, which counts towards your Individual Grading.

SESSION 30 (LIVE IN-PERSON)

Final Exam

The final exam will cover all topics discussed during the entire course. It will last 80 mins and will be a common exam for all BBA Year 1 courses.

The date of the Final Exam will be indicated in the first session. Punctuality is compulsory and no student will be allowed into the session once the exam has started.

Minimum grade for a pass: 5 out of 10. Students with a grade lower than a 5 in the Final Exam will fail the course, independently of the grade in the rest of the activities.

EVALUATION CRITERIA

criteria	percentage	Learning Objectives	Comments
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Final Exam	30 %	- Fully comprehend the marketing process from analysis, research, segmentation, targeting and positioning to develop a unique value proposition.	
Individual presentation	10 %	<ul style="list-style-type: none"> - Fully comprehend the marketing process from analysis, research, segmentation, targeting and positioning to develop a unique value proposition. - Develop skills of critical and analytical thinking to evaluate and solve marketing-related problems. 	Group Project Pitching

UNIVERSITY

Group Presentation	25 %	<ul style="list-style-type: none"> - Fully comprehend the marketing process from analysis, research, segmentation, targeting and positioning to develop a unique value proposition. - Understand the Consumer Decision Making process and relate consumer behavior theory to market research, in order to generate useful insights. 	Based on Group Project
Class Participation	10 %	<ul style="list-style-type: none"> - Introduce and outline the main steps of the marketing process: from strategy to the implementation of initiatives and generating added value. - Develop skills of critical and analytical thinking to evaluate and solve marketing-related problems. 	

Intermediate tests	15 %	<ul style="list-style-type: none"> - Fully comprehend the marketing process from analysis, research, segmentation, targeting and positioning to develop a unique value proposition. - Understand the importance of ESG in today's company & marketing strategy. 	3 Intermediate Tests; 5% each
Other	10 %	<ul style="list-style-type: none"> - Develop skills of critical and analytical thinking to evaluate and solve marketing-related problems. 	Peer Evaluation based on Group Project

RE-SIT / RE-TAKE POLICY

AI POLICY

In this course, the use of generative artificial intelligence (GenAI) is encouraged, with the goal of developing an informed critical perspective on potential uses and generated outputs.

However, be aware of the limits of GenAI in its current state of development:

- If you provide minimum effort prompts, you will get low quality results. You will need to refine your prompts to get good outcomes. This will take work.
- Don't take ChatGPT's or any GenAI's output at face value. Assume it is wrong unless you either know the answer or can cross-check it with another source. You are responsible for any errors or omissions. You will be able to validate the outputs of GenAI for topics you understand.
- AI is a tool, but one that you need to acknowledge using. Failure to do so is in violation of academic honesty policies. Acknowledging the use of AI will not impact your grade.

Suggested format to acknowledge the use of generative AI tools:

I acknowledge the use of [AI systems link] to [specify how you used generative AI]. The prompts used include [list of prompts]. The output of these prompts was used to [explain how you used the outputs in your work].

If you have chosen not to include any AI generated content in your assignment, the following disclosure is recommended:

No content generated by AI technologies has been used in this assignment.

BIBLIOGRAPHY

Compulsory

- Philip Kotler, Gary Armstrong, Sridhar Balasubramanian. (2023). *Principles of Marketing*. 19th. Pearson. ISBN 9781292449401 (Digital)

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.

