

MARKETING FUNDAMENTALS

IE University

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Academic year: 22-23

Degree course: FIRST

Semester: 1º

Category: BASIC

Number of credits: 5.0

Language: English

PREREQUISITES

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 “secret sauce” to a successful value proposition of a company's products and/or services to their clients and consumers. 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 or new opportunities, segmenting and targeting the markets and building the most optimal brand positioning.

OBJECTIVES AND SKILLS

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

Gain a solid understanding of what marketing is and how to carry it out through the marketing process.

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

Showcase how marketing strategy has been conceptualized and applied in different sectors (FMCG, Banking, Pharma, Leisure, Telecoms, etc.) and B2B and B2C.

METHODOLOGY

The Marketing Fundamentals course will consist of 25 Face-to-Face Lectures and will include a Intermediate Tests, discussions, a Final Project (with Presentations) and a Final Exam.

21 Synchronous sessions:

- 21 Live Face to Face: (Live in Person) students may assist sessions face to face with the professor or connect online to the same session.

4 Asynchronous sessions:

- Non-Class Learning Sessions: In these sessions, students will be asked to read a case study/presentation or do an exercise uploaded by the professor
- Group Project Sessions: students will be asked to share their Group Project developments in a forum session in order to receive feedback/advice from the professor and other students.

To practice and acquire the previously mentioned skills, the following methodology will be used. You should roughly allocate and invest time/effort according to the outlined weight.

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	25.6 %	32 hours
Discussions	11.2 %	14 hours
Exercises	0.0 %	0 hours
Group work	32.8 %	41 hours
Other individual studying	30.4 %	38 hours
TOTAL	100.0 %	125 hours

PROGRAM

GENERAL STRUCTURE OF THE COURSE

The Syllabus for Marketing Fundamentals will be structured around three key building Blocks:

Part I: Overview of Marketing: Fully understand and contextualize the role of Marketing in society and the corporation / organization together with the Marketing Process

Part II: Understanding the MarketPlace and Consumer Value

Part III: Designing a Customer Value – driven strategy & mix

PART I: OVERVIEW OF MARKETING

SESSION 1 (LIVE IN-PERSON)

Introduction to the Course

Introduction to the Tools: BB Ultra, Pearson MyLab (access ebook, practice questions) and IE Liquid Pages (a summary of all sources of information in this Syllabus)

SESSION 2 (LIVE IN-PERSON)

Introduction to the Marketing Strategy Framework

Learning Objectives:

- 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
- Link Marketing Objectives to Business Objectives and how to integrate Corporate Social Responsibility (CSR) in such objectives

Compulsory Reading & Watching:

Book Chapters: Kotler, P. and Armstrong, G. (2018) Principles of Marketing. Chapter 1. Marketing: Creating Customer Value and Engagement (Book) (See Bibliography)

Article: Rethinking Marketing (HBS R1001F-PDF-ENG)

Technical note & tutorials: Business Goals for Digital Marketing (MKS020203-U-ENG-VID)

SESSION 3 (LIVE IN-PERSON)

Marketing Strategy: Business Situation Analysis.

Learning Objectives:

- Learn the key components of the Marketing Environment
- Introduce key tools for analysis: SWOT, BCG, Ansoff, PEST
- Other Internal and External Analyses: Consumer Insights, Brand Audit, Execution and Measurement

Compulsory Reading & Watching:

Book Chapters: Kotler, P. and Armstrong, G. (2018) Principles of Marketing. Chapter 2 & 3 (Book) (See Bibliography)

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

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)

Situation Analysis Review:

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

Compulsory Reading & Watching:

Book Chapters: Kotler, P. and Armstrong, G. (2018) Principles of Marketing. Appendix 1 - Marketing Plan (Book) (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 5 (LIVE IN-PERSON)

Practical Session

Putting into practice analysis tools: review some brand's SWOT, Micro & Macro, PEST, BCG, Ansoff analysis, etc...

PART II: UNDERSTANDING THE MARKETPLACE AND CONSUMER VALUE

SESSION 6 (LIVE IN-PERSON)

Consumer Behavior

- Consumer Insights, Consumer Behavior Theories, Factors Affecting behavior
- Buyer Decision process: offline and online: The Customer Journey: Awareness, ZMOT, Evaluation, 1st MOT, 2nd MOT, Loyalty and Advocacy.
- The Buyer Decision process for New product

Book Chapters: Kotler, P. and Armstrong, G. (2018) Principles of Marketing. Chapter 5. Business Markets and Buying Behavior. (Book) (See Bibliography)

Technical note & tutorials: Why is Consumer Behavior Important in the Marketing Process Framework? (MKS020237-U-ENG-VID)

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

SESSION 7 (LIVE IN-PERSON)

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

Compulsory Reading & Watching:

Book Chapters: Kotler, P. and Armstrong, G. (2018) Principles of Marketing. Chapter 6. Business Markets and Buying Behavior, Chapter 6

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

SESSION 8 (ASYNCHRONOUS)

Group Project Status

Students will be asked to share in a Forum their work on the Group Project so that the professor can give his/her feedback. Instructions of what needs to be delivered will be given by the professor in the first session.

SESSION 9 (LIVE IN-PERSON)

Market Research

The Market Research Process
Considerations in Market Research

Compulsory Reading & Watching:

Book Chapters: Kotler, P. and Armstrong, G. (2018) Principles of Marketing. Chapter 4. (See Bibliography)

Technical note & tutorials: Market research (MKS020038-U-ENG-HTM)

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

SESSION 10 (LIVE IN-PERSON)

Garnering insights through market research

Gathering Data

Compulsory Watching:

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

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

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

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

SESSION 11 (ASYNCHRONOUS)

Quantitative Research

Digital Research Tools

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

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

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

SESSION 12 (LIVE IN-PERSON)

Qualitative Research Methods

Buyer Persona Profiling

Digital Research Tools

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

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

SESSION 13 (ASYNCHRONOUS)

Group Project Status

SESSION 14 (LIVE IN-PERSON)

Practical Session

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

SESSION 15 (LIVE IN-PERSON)

Opened-ended questions & Critical Thinking Session

This session is aimed to help develop skills of critical and analytical thinking to evaluate and solve marketing-related problems and prepare students for questions in the Final Exam.

PART III: DESIGNING A CUSTOMER VALUE&NDASH;DRIVEN STRATEGY & MIX

SESSION 16 (LIVE IN-PERSON)

Principles of Segmentation & Targeting for Positioning

- Segmentation Criteria
- Targeting Strategy

Book Chapters: Kotler, P. and Armstrong, G. (2018) Principles of Marketing. Chapter 7. Segmenting and Targeting Markets (Book) (See Bibliography)

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

SESSION 17 (LIVE IN-PERSON)

Differentiation & Positioning + Practical Session

Students will be asked to read the Case Study on Lululemon or Kia Motors (you will be given instructions by your professor) and discuss it in class for the last 30 minutes of the session.

Book Chapters: Kotler, P. and Armstrong, G. (2018) Principles of Marketing. Chapter 7 (See Bibliography)

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

Practical Case: Kia Motors: Positioning and Growth Strategies in India (HBS W21161-PDF-ENG)

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

SESSION 18 (LIVE IN-PERSON)

The Value Proposition:

Positioning Statements, Perceptual Mapping & Frame of Reference

Defining the Points of Parity and the Points of Difference Drafting the Value Proposition

Book Chapters: Kotler, P. and Armstrong, G. (2018) Principles of Marketing. Chapter 7 (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)

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

SESSION 19 (LIVE IN-PERSON)

Practical Session

The Value Proposition: Positioning Statements, Perceptual Mapping

Defining the Points of Parity and the Points of Difference Drafting the Value Proposition

SESSION 20 (LIVE IN-PERSON)

Consumer-Based Categories: Defining the Frame of Reference

Book Chapters: Kotler, P. and Armstrong, G. (2015) Principles of Marketing. Chapter 7.

Differentiation & Positioning (Book) (See Bibliography)

SESSION 21 (ASYNCHRONOUS)

Group Project Status

SESSION 22 (LIVE IN-PERSON)

Introduction into the Main Elements of the Marketing Mix

- Understand how the elements of the Marketing Mix (price, product, promotion, placement) fit the overall Marketing Strategy Framework
- Provide an overview of the Mix Elements as a taste of flavor for Year 2 Marketing Management

Review for the final presentations and exam

Technical note & tutorials: Marketing Mix Fundamentals - MOOC Trailer (MKS020244-U-ENG-VID)

SESSIONS 23 - 24 (LIVE IN-PERSON)

Final Project Presentations

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. Presentations need to be uploaded on the Blackboard the evening previous to the presentation (exact date and time TBC during the introduction of the project). Failure to attend will result in forfeiting this part of the grade. Thus, no absences will be accepted unless for a justified medical reason.

SESSION 25 (LIVE IN-PERSON)

Final Exam

The final exam will cover all topics discussed during the entire course. It will last 1hr 20 min 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.

BIBLIOGRAPHY

Compulsory

- Philip Kotler, Gary Armstrong. (2020). *Principles of Marketing*. 18. Pearson Education Limited. ISBN 9781292341132 (Printed)

The electronic version of this textbook is freely available on IE Campus

<https://www.ie.edu/ieliquidpages/marketing/>

EVALUATION CRITERIA

Your final grade in the course will be based on both individual and group work. The evaluation is based on:

Criteria	Percentage	Comments
Examen Final	30 %	
Group Presentation	40 %	
Class Participation	15 %	

Intermediate Tests	15 %	
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IMPORTANT INFORMATION REGARDING GRADING ELEMENTS

CLASS PARTICIPATION (15%)

Please note that this part of the evaluation includes your:

- Attendance
- How much you participate in the discussion in class but also in the Discussion Boards (Forums)

Attendance:

As per the IE University policy, bachelor and master degree students must attend at least 70% of sessions. This policy applies to any type of session: live in-person sessions on campus, asynchronous sessions, or remotely online as planned in the syllabus. Students attending less than 70% of sessions will be graded with a FAIL for the course. For Bachelor-degree programs, this fail will apply to the ordinary and extraordinary calls of the current academic year. For Master-degree programs, students must obtain a Low Pass in the subject's retake or otherwise they will face program expulsion.

Attendance to asynchronous sessions will be monitored by the professor and will count in the same way as synchronous sessions. As asynchronous sessions involve students' activities, the professor will monitor these activities to record their attendance.

Under exceptional circumstances (serious health problems, visa delays, and travel restrictions), a student could ask for a temporary attendance waiver. A written and documented request must be made in advance to the Program Management Team. Last minute changes in attendance or verbal requests will not be considered. If the request is approved, an attendance waiver will be granted over one or more sessions and the allowed 30% will be applied to the remaining sessions.

Personal trips, appointments, minor illnesses, family celebrations, or other personal matters will not be treated as an exceptional case and should be considered part of the 30% of allowed absences.

Class Participation:

Besides attendance, participation in sessions is encouraged and will be an important assessment component. Participation from students attending remotely without an attendance waiver will not be considered for their grades.

Regarding asynchronous sessions, as they entail a specific academic activity (e.g., discussion, test, exercise, workgroup), they can also count towards class participation grade.

Depth and Quality of Contribution: The quality of your comment in terms of depth of insight, rigorous use of case evidence, consistency of argument, and realism will be highly appreciated.

Moving Your Peers' Understanding Forward: Along with the content, the way of conveying your ideas will also be considered. Your way of presentation should be concise and clear, accompanied by a spirit of involvement in the discussion at hand. You will have multiple chances to present, therefore your improvement along the way will be noted.

Frequency: It is encouraged that you participate as much as you can, but this does not mean you should speak for the sake of reaching some critical number. Beyond a certain threshold, the quality of your comment is more important.

Recall that listening carefully is as important a component of participation as speaking. Please be aware of your own style of participation: if you find it difficult to speak up in class, push yourself to do so. If you realize you tend to dominate discussions, make a point of listening to others. Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester.

The average level of participation usually satisfies the criteria for a “7”, which would correspond to a “B”.

Grade 0 - 4,9 Criteria: When present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion.

Grade 5,0 - 6,9 Criteria: Demonstrates adequate preparation: knows basic reading facts, but does not show evidence of trying to interpret or analyze them. Offers straightforward information (e.g., straight from the reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.

Grade 7 - 8,9 Criteria: Demonstrates good preparation: knows reading facts well, has thought through the implications of them. Offers interpretations and analysis of reading material (more than just facts) to class. Contributes well to discussion in an ongoing way: responds thoughtfully to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.

Grade 9,0 - 10,0 Criteria: Demonstrates excellent preparation: has analyzed readings exceptionally well, relating it to other material (e.g., other readings, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of class material (e.g., puts together pieces of the discussion to develop new approaches that take the class further). Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to cooperative argument- building, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates ongoing very active involvement.

The professor will lay the ground rules for participation during Session 1 and will provide a mid-term “grade” after the midterm exam.

EXAMS: FINAL EXAM (30%) & INTERMEDIATE TESTS (15%) = (45%)

INTERMEDIATE TESTS (15%):

There will be intermediate tests during the course. These tests give you a chance to practice towards the exam since they use the same material that will be used in the Final Exam and come directly from the Pearson Textbook.

FINAL EXAM (30%)

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. Date of the Final Exam will be confirmed asap.

Details will be provided by your teacher with time for you to prepare for your exam.

The minimum grade to pass the exam will be a 5 out of 10. If a student does not reach this cut-off score in the Final Exam all the other grades will NOT be considered towards the Total Average Grade of the student, and the student will automatically FAIL the course. A grade of less than 5 in the final exam implies that the student has not sufficiently acquired the knowledge of Marketing concepts and tools necessary to pass this course.

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.GROUP PRESENTATION: MARKETING STRATEGY PROJECT (40%)

C.1. GROUP PRESENTATION AND DOCUMENT (32%)

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 two formal documents which, together, work as a complete Marketing Strategy Plan - exact project TBC.

The two documents will be:

- A 5 page *document* to include all elements of the course. This document will weigh 17% of the final project grade.
- A ppt/keynote *presentation* of about 10 slides that will serve as visual support to the concepts outlined in the word document. This document will be the presentation document for Sessions 23-24. This document will weigh 15% of the final project grade.

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.

C2. PEER EVALUATION (8%)

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 (s. 23 and 24) 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. No last-minute excuses will be accepted.

Instructions on how to complete your Peer Evaluation will be given during Sessions 23 - 24.

FINAL GRADE

The student must achieve a minimum overall final grade of 5 out of 10 as a Final Grade (overall grade amongst intermediate tests, exam, class participation and group work) to pass the course. Any student with a grade lower than a 5, will have to retake the exam in the next Extraordinary session.

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 retake 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.

PROFESSOR BIO

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MARTA MARTÍN MORENO

Professor Martin Moreno has over 20 years of international experience in marketing, with emphasis on product development, communications, retail, consumer behavior and loyalty. Marta has held management positions at KIMBERLY-CLARK (US and London), TUPPERWARE EUROPE (Belgium), SARA LEE INTERNATIONAL (Belgium) and CARREFOUR (Spain). She graduated in Business Administration at ICADE, and has a Master in Business Administration from Thunderbird Graduate School of Management, Arizona. Currently she is a PhD candidate working on her thesis in marketing. She is also a professor of the master MIM, Marketing Strategy at ICADE and has given lectures at the master in "Talent Marketing" at the Universidad Pontificia Comillas, and Master in Distribution at CECO. Marta is fluent in Spanish, English and French.

For tutorials or questions pls contact me by email

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OTHER INFORMATION

USE OF ELECTRONIC DEVICES IN CLASS

This subject does not require the use of a laptop / tablets except in cases when students take notes.

- **Use of any other mobile device (mobile phones) is strictly forbidden (as per Code of Conduct, read below).** Mobile devices should be put on Airplane Mode during class and its use will result on immediate expulsion from the class.