

MARKETING FUNDAMENTALS

Grado en Administración de Empresas / Bachelor in Business Administration BBA SEP-2023 MARKn-NBA.1.M.H

Area Marketing and Communication

Number of sessions: 30

Academic year: 23-24

Degree course: FIRST

Number of credits: 6.0

Semester: 1º

Category: BASIC

Language: English

Professor: **DUSHINKA KARANI**

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Dushinka Karani is a passionate of Marketing. She has been developing marketing strategies and implementing marketing initiatives for more than 25 years. She is an expert in the fields of Marketing & Communications, Digital Marketing, Innovation, Sales and Trade Marketing, having worked for Fast Moving Consumer Goods multinational and local Spanish companies. Dushinka currently works as Global Marketing Director at FundingBox, European leading distributor of public funds for deep tech startups and SMEs, helping them in seed funding, digitally transform themselves and scaling their tech solutions to the most suitable investor, corporate or venture capital.

Academic Background

- Facebook Academy (Madrid): Facebook & Instagram (2019)
- Digital Marketing, Social Media and Analytics: An Omni-channel Strategy Program - IE
- Master in Marketing and Sales Management – ESIC, Madrid.
- Business Law Degree – City University, London

Corporate experience

- FundingBox (Global Marketing Director) - European Distributor of Deep Tech Funding
- Calidad Pascual (Marketing & Innovation Director) - Spanish Dairy FMCG
- Mantequeras Arias (Marketing & Innovation Director, Commercial Director, Export and Private Label Director)- Spanish Dairy FMCG
- Grupo Moliner (Account Manager) - Communications Agency, working for Procter & Gamble
- The Body Shop (Retail Manager) - Multinational FMCG & Retail
- Select Service Partner (Product Manager) - Multinational Food Service & Retail
- Emanuel Ungaro (Sales Controller) - Fashion & Retail

- Unilever (Market Research Assistant) - Multinational FMCG

Teaching and Research Experience

- Adjunct Professor & Mkt. Fundamentals Coordinator - IE Business School, since 2016 teaching:

- Digital Marketing
- Marketing Fundamentals
- Marketing Management
- Marketing In Action
- Marketing in the Fashion & Luxury Industry
- Instagram Marketing
- Integrated Marketing Communications (IMC)

Monday - Thursday: 3pm to 7 pm

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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 skilful 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, analyse 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.

LEARNING OBJECTIVES

- 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.
- Introduce and outline the main steps of the marketing process: from strategy to the implementation of initiatives and generating added value.

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	23.33 %	35.0 hours
Discussions	13.33 %	20.0 hours
Exercises in class, Asynchronous sessions, Field Work	23.33 %	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)

Description:

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

Book Chapters: Principles of Marketing: Chapter 1: Marketing: Creating Customer Value and Engagement.

SESSION 2 (LIVE IN-PERSON)

Sustainability Topics:

- Environment
- Governance

Description: ??Introduction to the Marketing Strategy Framework

- 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 Environmental Social Governance (ESG) in such objectives

Book Chapters: Principles of Marketing: Chapter 1

Book Chapters: Principles of Marketing, Chapter 20

Practical Case: Rethinking Marketing (HBS R1001F-PDF-ENG)

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

SESSION 3 (LIVE IN-PERSON)

Sustainability Topics:

- Environment

Description: Company & Marketing Strategy.

Strategic Planning: Mission & Goals

- Analyzing Business Portfolio: tools -> SWOT, BCG, Ansof and PEST(EL)
- Other Internal and External Analyses: Consumer Insights, Brand Audit, Execution and Measurement

Book Chapters: Principles of Marketing: Chapter 2

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)

Description: Business Situation Analysis.

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

Book Chapters: Principles of Marketing: Chapter 3

SESSION 5 (LIVE IN-PERSON)

Description: 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.

Review analytical tools covered in previous classes

Book Chapters: Principles of Marketing. Appendix 1

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)

Description: Practical Session

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

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

- Social Challenge

Description: 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: Principles of Marketing: Chapter 5

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

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

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

- Environment
- Governance

Description: 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. Chapter 6

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

SESSION 9 (LIVE IN-PERSON)**Description: GROUP PROJECT STATUS**

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)**Sustainability Topics:**

- Social Challenge

Description: ?Market Research

- The Market Research Process
- Considerations in Market Research

Book Chapters: Principles of Marketing. Chapter 4

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

SESSION 11 (LIVE IN-PERSON)

Description: Market Research

- The Questionnaire
- The Sample

Book Chapters: Principles of Marketing. Chapter 4

SESSION 12 (LIVE IN-PERSON)

Description:

- Garnering insights through market research
- Gathering Data

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)

Description:

- 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 14 (LIVE IN-PERSON)

Description:

- Qualitative Research Methods
- Digital Research Tools

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)

Description: Buyer Persona Profiling

SESSION 16 (LIVE IN-PERSON)

Description: Practical Session

Practical Case: Fabric Softeners. Increasing revenue through category development (MKS010082- U-ENG-HTM) + Intermediate Test 1***

*** During this session, students will have to carry out an Intermediate Test on the previous sessions taught. This counts towards your Individual Grade. Please read carefully your Evaluation Criteria.

Students and professors will use this Market Research simulator in class to understand the whole market research process, techniques & presentation.

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

SESSION 17 (LIVE IN-PERSON)

Description: GROUP PROJECT STATUS

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)

Description: 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.

SESSION 19 (LIVE IN-PERSON)

Sustainability Topics:

- Environment
- Social Challenge

Description: Principles of Segmentation & Targeting for Positioning

- Segmentation Criteria
- Targeting Strategy

Book Chapters: Principles of Marketing. Chapter 7

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

SESSION 20 (LIVE IN-PERSON)

Description: Practical Session

Students will be asked to read the Case Study on Lululemon and discuss it in class for the last 30 minutes of the session.

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

SESSION 21 (LIVE IN-PERSON)

Description: Differentiation

- Different ways to differentiate a brand
- Defining the Points of Parity and the Points of Difference

Book Chapters: Principles of Marketing. Chapter 7

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)

Description: Positioning

- How to construct a brand positioning - the key elements
- Positioning Statements, Perceptual Mapping

Book Chapters: Principles of Marketing. Chapter 7

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

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

SESSION 23 (LIVE IN-PERSON)

Sustainability Topics:

- Governance
- Social Challenge

Description: The Value Proposition

- Drafting the Value Proposition
- Examples of Value Propositions

SESSION 24 (LIVE IN-PERSON)

Description: ?Consumer-Based Categories:Defining the Frame of Reference + Intermediate Test 2 ***

*** During this session, students will have to carry out an Intermediate Test on the previous sessions taught from the last Intermediate Test. This counts towards your Individual Grade. Please read carefully your Evaluation Criteria.

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

SESSION 25 (LIVE IN-PERSON)

Description: GROUP PROJECT STATUS

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)

Description: 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

SESSION 27 (LIVE IN-PERSON)

Description: Introduction into the Main Elements of the Marketing Mix

Student will be introduced to The Marketing Mix, which will be covered in the 2 Year with Marketing Management course.

Students will be asked to share doubts on the Group Project for final adjustments.

SESSIONS 28 - 29 (LIVE IN-PERSON)

Description: Final Project Presentations of the Group Project

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 before 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 30 (LIVE IN-PERSON)

Description: 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.

EVALUATION CRITERIA

criteria	percentage	Learning Objectives	Comments
Final Exam	30 %	- Develop skills of critical and analytical thinking to evaluate and solve marketing-related problems.	Minimum grade to pass: 5 out of 10, Max. grade 10 out of 10. Learning Objective 1 and 5.
Individual presentation	10 %	- Fully comprehend the marketing process from analysis, research, segmentation, targeting and positioning to develop a unique value proposition.	These presentations are the pitches/presentations in the "Group Project Status" session. Learning Objective 1 and 5.

Group Presentation	40 %	<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. - 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. 	15% Report, 15% Presentation, 10% Peer Evaluation. Learning Objective 1 and 5.
Class Participation	10 %	<ul style="list-style-type: none"> - Develop skills of critical and analytical thinking to evaluate and solve marketing-related problems. 	Learning Objective 1 and 5.

Intermediate tests	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. - Understand the Consumer Decision Making process and relate consumer behavior theory to market research, in order to generate useful insights. 	2 Intermediate Test: 5% grade each test. Learning Objective 3 and 5.
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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.

BIBLIOGRAPHY

Compulsory

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