

MARKETING IN ACTION

IE University

Professor: **FERNANDO SORIA PRADOS**

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Academic year: 22-23

Degree course: SECOND

Semester: 2º

Category: COMPULSORY

Number of credits: 3.0

Language: English

PREREQUISITES

There is not specific prerequisites

SUBJECT DESCRIPTION

This course is intended to provide a realistic learning experience for undergraduate students in the area of marketing. Students will be exposed to experiment with marketing strategies and implementation in an engaging challenge-like exercise. Followed to “Marketing Fundamentals” and “Marketing Management” courses, students are required to take action by developing marketing strategic planning and making tactical execution decisions. Exploration of above topics will be developed along two dimensions: applying marketing concepts and developing project management skills.

Students will develop a real consultancy project in the marketing area of an existing company.

OBJECTIVES AND SKILLS

The main learning objectives of this real-life course are to improve your skills to:

- Assess market opportunities by analyzing your consumers, competitors, context, and your company's strengths and weaknesses
- Plan and manage a real-life marketing challenge
- Develop effective marketing strategies to achieve your identified business opportunities
- Design your marketing tactics to maximize your potential success
- Communicate and defend your data driven decisions recommendations
- Raise students' employability by undertaking real-life marketing decisions.

METHODOLOGY

Built from the ground up, IEU is founded on the core values of global employability, internationalization, a humanistic approach to education, and an entrepreneurial spirit. Marketing in Action is built on IEU core values and thereafter is a student-centered course where instructors play a guidance role, leaving students to make their own real-life decisions. Learning should focus on meaningful questions and contexts and the voice of the learner is considered to be as important as the voice of the teacher. The teacher is viewed as a supporter of student learning, rather than a transmitter of knowledge, making use of questions and tasks that help the student work in their “zone of proximal development”. This term, originally used by Vygotsky (1962 and 1978), represents the range of achievement that lies between what the student can manage on his or her own and what he or she can manage with the support of the teacher. The emphasis is on engaging and challenging the learner’s existing mental models in order to develop a greater depth of understanding and to improve performance.

Instruction is designed as team-guidance, in which the teachers challenge student thinking and demonstrates a range of appropriate responses to the proposed marketing challenge. This course is co-guided by the challenge teacher and the marketing one to enhance students’ learning. The challenge teacher, member of the marketing faculty has developed the challenge

| Teaching methodology | Weighting | Estimated time a student should dedicate to prepare for and participate in |
|---------------------------|-----------|----------------------------------------------------------------------------|
| Lectures | 13.33 % | 10 hours |
| Discussions | 13.33 % | 10 hours |
| Exercises | 0.0 % | 0 hours |
| Group work | 66.67 % | 50 hours |
| Other individual studying | 6.67 % | 5 hours |
| TOTAL | 100.0 % | 75 hours |

PROGRAM

SESSION 1 (LIVE IN-PERSON)

Challenge presentation with the participation of the company, IE faculty and an expert lecturer

SESSION 2 (LIVE IN-PERSON)

Challenge presentation with the participation of the company, IE faculty and an expert lecturer

SESSION 3 (LIVE IN-PERSON)

Analyzing the market and identifying opportunities to address the challenge

Marketing professor

SESSION 4 (LIVE IN-PERSON)

Analyzing the market and identifying opportunities to address the challenge

Marketing professor

SESSION 5 (LIVE IN-PERSON)

Formulating marketing tactics
Marketing professor

SESSION 6 (LIVE IN-PERSON)

Final project presentation
Marketing professor

SESSION 7 (LIVE ONLINE)

Challenge semifinals. Best project of each class will present online to a semifinal panel composed by all marketing professors and the challenge professor
All marketing professors and Challenge professor

SESSION 8 (LIVE ONLINE)

Challenge semifinals. Best project of each class will present online to a semifinal panel composed by all marketing professors and the challenge professor
All marketing professors and Challenge professor

SESSION 9 (LIVE ONLINE)

Final presentation to company. Three best projects will present to a final panel composed by client's management team.

SESSION 10 (LIVE ONLINE)

Final presentation to company. Three best projects will present to a final panel composed by client's management team.

EVALUATION CRITERIA

Students will be graded in 4 criteria as indicated below. Three best graded projects of all classes will be presented to the company.

| Criteria | Percentage | Comments |
|--------------------|-------------------|-----------------|
| Elevator Pitch | 15 % | |
| Participation | 15 % | |
| Group Presentation | 50 % | |
| Peer Review | 20 % | |

All components of the assessment should have a minimum of a 5 (passing grade) as requirement in order to pass the subject. Failing one of the five components will be considered as a FAIL grade for the subject.

Elevator pitch:

All groups will send their marketing professor a 5min video as an elevator pitch describing their ideas and actions to address the challenge.

Final project:

Each group have 2 deliverables. An online presentation (5min) and a report (max. 10 pages).

Peer-evaluation grade:

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 team members collaborate and work diligently to achieve the best possible results.

Participation grade:

Even though this is a project based course, attendance to class is mandatory. Students who do not comply with the 70% attendance rule will lose their 1st and 2nd chance, and go directly to the 3rd one (they will need to enroll again in this course next academic year).

Grading:

Grades will be distributed on the following scale based on the Spanish Ministry of Education official grading scale:

| | |
|---------------|------------|
| Grade Range | |
| Sobresaliente | 10.0 - 9.0 |
| Notable | 8.9 - 7.0 |
| Aprobado | 6.9 - 5.0 |
| Suspense | 4.9 |

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:

Ø 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).

Ø 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.)

Ø 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.

Ø 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

Professor: **FERNANDO SORIA PRADOS**

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FERNANDO SORIA PRADOS

Professor Soria has an extensive background in management positions in a Big conglomerate company such as 3M. During almost 30 years he was handling several positions starting as Marketing Research assistant where he developed projects for B2B and B2C business within the company.

Later on, he worked for Consumer and Office business developing brands such as Scotch Brite, Post-it (r) and Scotch (R) combining local positions with European assignments. Then, he was in charge of Sales and Marketing Excellence initiative, Strategic Planning, Corporate Marketing and Corporate Social Responsibility.

During 10 years he was part of the local operating committee reporting to the local CEO.

Since 2018 he is adjunct professor in IE, CUNEF and ESIC in areas related with Marketing, Digital Ecosystem, E-Commerce, Strategic Brand management and Strategic Planning.

He also develops advisory activities to start-ups being part of Ufounders advisory committee with projects in Spain and Latin America.

Educational Background

BBA CUNEF – Complutense University / Madrid / 1983 - 1988

MBA – ESCP/EAP European MBA / Madrid – Paris - Oxford / 1993 - 1995

DIBEX – ISDI / Madrid / 2018

Digital Business Training – ESIC / Madrid / 2017

Design Thinking and Innovation – Emeritus MIT Sloan / 2020

Professional background

Advisor and Member of the board of Advisors – Ufounders - 2021

Customer Insight coach - The AIM Institute - 2021

Adjunct Professor in Several Universities: IE, CUNEF, ESIC 2018 - YTD

Corporate Marketing and Institutional Relations director – 3M Spain & Portugal / 2016 - 2018

Consumer and Office Business Director - 3M Spain & Portugal / 2009 - 2015

Retail Business General Manager – 3M Spain / 2008 - 2009

Office Business Sales & Marketing Manager – 3M Spain / 2000 - 2008

Floor Care Products European Brand Manager – 3M Europe / 1999 - 2000
Home Care Brand Manager – 3M Spain / 1996 - 1999
Stationery Product Product Manager – 3M Spain / 1993 - 1996
Market Research Specialist – 3M Spain / 1989 - 1993
Trader – Capital Markets Brokerage / 1988 - 1989
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Professor: **MARIA PAZ MENENDEZ ESCANDON**

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MARIA PAZ MENENDEZ ESCANDON

Maria Paz currently works as Regional Manager at the International Baccalaureate (IB) at its Africa, Europe and Middle East Global Centre located in The Hague, The Netherlands. Previously she was Senior Advisor for Development, Marketing and Communications in the IB Foundation Headquarter in Geneva, Switzerland. Maripé has also been Director of Marketing and Communications at Legg Mason-Vetusta in Geneva, Managing Director of the IE Fund in New York, U.S.A., Director of Communications at IE Business School in Madrid and Deputy Director of Communications at Yves Saint Laurent Madrid, Spain.

Prof. Menéndez is a Ph D. Candidate at Universidad Autónoma of Madrid. She holds an International M.B.A. from IE Business School (Madrid, Spain), a Masters of Research in Educational and Social Research from The Institute of Education at the University of London - UCL (U.K.), a Bachelor's Degree in Economics and Business Administration from the University of Oviedo (Oviedo, Spain) and has attended several executive programs in Board of Directors Management at Harvard Business School (Boston, U.S.A.).

María Paz Menéndez is engaged with several research activities as a member of the GIPES Research group at Autónoma University of Madrid, Spain. She has written several articles in peer-review journals and has presented research papers at several conferences. She is a member of the Spanish Society of Pedagogy.

OTHER INFORMATION