



Centre adscrit

UNIVERSITAT DE  
BARCELONA

# COURSE CONTENT

*Academic year 2020/2021*

Code-Course	052108 - Marketing and Commercialization		
Thematic Area	Economy	Year	Second
Course Type	Basic education	Credits	6 cr. ECTS
In-class Hours	60 hours	Hours of Individual Work	90 hours

## BRIEF COURSE DESCRIPTION

Marketing is one of the important areas in company management together with finances, human resources, production (or servuction model), management control, etc. They all make up the mechanics that allow the company to achieve its goals.

Each and every of these areas plays a specific role. The impact in the final result depends on the business model of each activity. Marketing basic function is to maintain the relationship between the company and its market. Therefore, gathering market information to analyse it and discover new needs, its evolution and the competitors behaviour along with informing about the company's services, making the access to them easy and knowing to which extend they meet the expectations become essential.

The aim of this subject is to provide students with the key skills to understand and implement this marketing philosophy.

## BASIC SKILLS

BS1 – Students must demonstrate knowledge and understanding in a study field based on secondary school and that relies on advanced textbooks and includes some aspects that imply knowledge about the vanguard of it.

## GENERAL SKILLS

GS6 – **Meet the customers' needs** and expectations.

## LEARNING OBJECTIVES

- Develop an evolutionary vision of the restoration sector.
- Develop the marketing plan.



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- Identify business opportunities in the observation of markets and analysis of information.
- Identify business opportunities in the observation of markets and analysis of information to create and redefine restoration products and services.
- Establish systems to make possible to know the customers necessities and compare the products offered.
- Create and redefine restoration products and services based on market knowledge.
- Conceptualize the restoration product and develop a restoration product strategy.
- Develop sales plans.
- Know the sales and negotiation techniques.
- Establish control systems for the evolution of business activity, sales and added value.

### THEMATIC CONTENTS

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1. Introduction and marketing fundamentals.
2. Marketing information systems.
3. Analytical marketing. Analysis of the environment and other endogenous factors as resources to generate opportunities. SWOT analysis.
4. Strategic marketing.
5. Operational marketing. Marketing mix.

### LEARNING METHODOLOGY

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This course methodology consists of different elements which help students to achieve the aforementioned objectives.

Tools and elements used in this course are specified below but that does not preclude the use of other resources when needed.

**Lectures focused on transferring knowledge and activate the students' cognitive processes.**

Case studies focused on the acquisition of knowledge by means of real or mock cases.

Simulations of real situations to learn from experience.



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Exercises to apply the knowledge acquired.

Problems-based exercises to develop active learning by means of solving problems.

Project oriented learning. Students will conduct a project to solve a problem by applying their knowledge and skills.

### ASSESSMENT SYSTEM

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The assessment system assesses the student's achievement of learning outcomes regarding the subject's own competences.

Students may choose between continuous assessments throughout the year or a final examination at the end of the course.

**Continuous assessment:** the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course.

**Final examination:** it assesses the students' learning outcomes by means of a final exam at the end of the course. Students who cannot come to class regularly due to justified reasons will be assessed at the end of the course.

Assessment systems	Continuous	Final
Student assignments	40 %	40%
Final written exam	50%	60%
In/class participation	10%	-

### REVIEW AND REASSESSMENT OF THE COURSE

The student has the right to review all the evidences that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, in order to opt for the reassessment of the course and submit a new reassessment task, it will be mandatory to fulfil one of these conditions:



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A. Students must have been awarded a mean grade of 5.0 or higher in relation to the activities carried out throughout the semester without taking into account the final exam/s (both continuous assessment and single assessment) and having attended the final exam.

B. Students must have been awarded a final minimum grade of 4.0 in the overall course.

After the reassessment, the maximum grade is 5.0 in the overall course.

### BIBLIOGRAPHY

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- Álvarez, R. (2004). Principios de investigación del mercado turístico. Gijón: Corditur.
- De Jaime Eslava J. (2012). Pricing: nuevas estrategias de precios. Madrid: ESIC.
- Kotler, P. (2003). Marketing para turismo, Madrid: Prentice-Hall. Madrid.
- Millán Campos, Á. (2013). Fundamentos de marketing. Madrid: ESIC.
- Milió, I. (2000). Comercialización de productos y servicios turísticos. Madrid: Paraninfo.
- Ortega, E. (2003) Investigación y estrategias turísticas. Madrid: Paraninfo.
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