Universidad de Navarra

Dirección Comercial (Ing. Gr.)
Guía docente 2026-27

PRESENTACIÓN

Breve descripción:

Marketing is the business function that deals with customers' needs and wants. Understanding the market is a key piece in business strategy leading to sales and attracting and retaining loyal customers. Competition depends on the ability to understand the purchase decision processes and the ability to develop marketing strategies that respond to market expectations. The subject takes into account the key role of market orientation, different markets and sectors, consumer behavior, segmenting, and positioning.

Titulación (Módulo/Materia):

- Ingeniería en Organización Industrial (Entorno Industrial y Tecnológico / Dirección Comercial)

Detalles:

- **ECTS**: 6 ECTS
- **Curso, semestre**:4.º curso, 1.º semestre
- **Carácter**: Obligatorio
- **Idioma**: English

Profesores de la asignatura:

- Gaisoa, Michelle / Profesora Asistente
- Alejandro Ruelas-Gossi / Clinical Professor

RESULTADOS DE APRENDIZAJE (Competencias)

INGENIERÍA EN ORGANIZACIÓN INDUSTRIAL

CE27 - Capacidad para realizar un diagnóstico macroeconómico sobre la competitividad de una región o país, siendo capaz, mediante el análisis de mercados, de innovar productos y fomentar la innovación en las empresas.

CG3 - Proporcionar una visión integral de la empresa tanto desde el punto de vista estratégico como operativo de la organización para toda la cadena de valor orientada hacia la calidad total.

CG11 - Dotar a los graduados de una actitud pro-activa y emprendedora que les facilite expandir las empresas para que trabajen con nuevas líneas de negocio o crear su propia empresa.

CE29 - Conocimientos para realizar un análisis de valor a un producto y diseñar la campaña de marketing.

PROGRAMA

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Defining Marketing and the Marketing Process

Understanding the Marketplace and Consumers

Designing a Customer-Driven Strategy and Mix

Extending Marketing

ACTIVIDADES FORMATIVAS

I. Classroom teaching activities

1. Lectures

Lectures are given by the professor on the topics indicated in the syllabus with the help of PowerPoint presentations and videos. The professor will post on ADI the PowerPoint presentations and recommendations for further reading.

2. Seminars

They include:

- Responses to students' questions by the professor and classmates.

- Presentation by the professor of current issues related to the course.

- Oral presentations by the students on topics proposed by the professor. Class will be divided into groups of 5/6 students each. Each group will prepare an oral presentation lasting 5-7 minutes. The entire group must be present and every member must speak about the campaign. At the end of the presentation, the students will have to answer questions.

3. Tutorials

Each student may have personal interviews with the professor to help him/her with personal study and learning.

4. Evaluation

Exams to assess the successful accomplishment of the objectives.

II. Personal work

Students must understand themes covered early in the course to be able to comprehend information presented later in the course. Therefore, it is important that they do not fall behind and try to set aside regular times outside of class to work on the course material on a daily basis.

1. Students must read the assigned reading for a subject before the lecture covering that topic. Being familiar with topics beforehand will allow students to get the most out of the lecture.

2. Students should conduct personal study using the professor’s notes, notes taken in lectures, and recommended books, if needed.

3. Students have to prepare oral presentations in English.

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Credits/hours distribution of the activities. 6 ECTS= 150 h (25 h/ECTS)

EVALUACIÓN

ACADEMIC YEAR 2026-2027

Midterm Exam GRADE: Based on all of the submissions for Strategy

Final Exam: Tuesday, November 24th

Retail Safari: Friday, November 6th (OBLIGATORY)

CONVOCATORIA ORDINARIA

There will be 1 midterm exam, 1 final exam, and 1 final project. Exams questions will be drawn directly from lectures, class discussions, and seminars.

To calculate the final grade, course performance and grading will be determined as follows:

- Midterm Exam 25%
- Final Exam 25 %
- Final Project 20 %
- Marketing Campaigns & Articles 20 %
- Retail Safari 5%
- Attendance 5 %

Criteria to pass the course

Students whose final grade is 5 points or higher will pass the course.

Students whose final grade is below 5 points will not pass the course and will be graded as *Suspenso*.

Students who do not take the midterm exam and/or the final exam will not pass the course and will be graded as *No presentado*.

Exams review

Students will be able to review the exams after publication of the grades. The date, time, and place will be indicated.

Students with special learning needs

Exceptions will be made for students with special learning needs, either regarding the methodology and/or evaluation of the course, but they will be expected to fulfill all course objectives.

CONVOCATORIA EXTRAORDINARIA

Special assessment

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For those who do not pass the course in December or did not take the exam (grades *Suspenso* or *No presentado*) there will be an extraordinary exam in January which will account for 40% of the final grade. The continuous evaluation part of your final December grade (60%) requires attendance and participation and therefore will not be recoverable. As a consequence, the student will maintain the grade received in the first December examination session.

ACADEMIC HONESTY & INTEGRITY POLICY

ATENCIÓN: Se recuerda que cualquier intento de fraude, copia, plagio u otro comportamiento irregular supone una infracción grave tal y como está contemplado en el título IV "Normas de disciplina académica de los estudiantes" dentro del Sistema de normas sobre la convivencia en la Universidad de Navarra.

ATTENTION: Please note that any attempt at fraud, copying, plagiarism, or other irregular behavior constitutes a serious violation, as defined in Title IV "Rules of Academic Discipline for Students" within the System of Rules on Coexistence at the University of Navarra.

HORARIOS DE ATENCIÓN

Please email for an appointment. MGAISOA@UNAV.ES or ARGOSSI@UNAV.ES

- Edificio Urdaneta, Planta 1
- Horario de tutoria: By appointment only

BIBLIOGRAFÍA

Textbook:

Gary Armstrong Philip Kotler, 2021. *Principles of Marketing (18th Edition)*. 18th Edition. Prentice-Hall. Localízalo en la biblioteca (formato electrónico 19ed.)

Recommended books:

Kevin Duncan, 2010. *Marketing Greatest Hits: Mastering the Brightest Minds of Modern Marketing* . Edition. A&C Black. Localízalo en la biblioteca (formato electrónico)

Philip Kotler, 2010. *Marketing 3.0: From Products to Customers to the Human Spirit*. 1 Edition. Wiley. Localízalo en la biblioteca (formato papel y electrónico)

Kevin Roberts, 2006. The Lovemarks Effect: Winning in the Consumer Revolution. Edition. powerHouse Books. Localízalo en la biblioteca

Kevin Roberts, 2005. *Lovemarks*. Revised Edition Edition. powerHouse Books. Localízalo en la biblioteca

Brian Sheehan, 2013. *Loveworks: How the world's top marketers make emotional connections to win in the marketplace*. Edition. powerHouse Books. Localízalo en la biblioteca

Internet resources:

European Marketing Association www.emac-online.org

American Marketing Association www.ama.org

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Marketing Science Institute www.msi.org