



Marketing B
Teaching guide 2026-27

INTRODUCTION

Course Description:

In the past, companies prioritized perfecting their products, often placing production at the center of their efforts. Today, however, the most successful organizations embrace a customer-centric approach, where every activity—directly or indirectly—aims to meet customer needs and expectations. In these modern organizations, the marketing department acts as a vital link, harmonizing efforts across various business areas to deliver value to the market in a sustainable and effective manner.

In the 21st century, understanding the role of marketing is essential for any manager, regardless of their specific function within an organization. Marketing's pervasive presence in our daily lives also makes it crucial for individuals to grasp its impact as consumers and as contributors to organizational success.

Marketing I introduces students to the fundamental principles and frameworks of marketing. The course aims to build a robust foundation in marketing theory, cultivate a marketing-oriented mindset, and enhance the ability to apply marketing tools to address the diverse challenges faced by organizations. Students will gain valuable insights into creating customer value, fostering engagement, and driving sustainable success in today's dynamic business environment.

Degree:

- 1ºAb+DA (Administración y Dirección de Empresas + Diploma en Data Analytics)
- 1ºAb+FA (Administración y Dirección de Empresas + Diploma en Finance and Accounting (Bilingüe))
- 2ºADb+D (Doble en Administración y Dirección de Empresas + Derecho (bilingüe) + Derecho)

Module 2: Organización de Empresas.

Materia 2.2.: Gestión Aplicada.

ECTS: 6 ECTS

Course, semester: First year, second semester.

Status: Basic.

Professor: Goretti Cabaleiro.

Language: English.

Class and Schedule:

<https://www.unav.edu/web/facultad-de-ciencias-economicas-y-empresariales/estudiantes/horarios>

LEARNING OUTCOMES (Competencies)



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- **CE5:** To understand consumers' decision-making process for buying and the psychological factors that influence it.
- **CE6:** To analyse goals, strategies and/or projects in the area of marketing.
- **CE10:** To analyze the ethical problems of business decisions.
- **CE22:** To be familiar with and apply marketing strategies and policies regarding products, prices, distribution and communication.

PROGRAM

PART 1: DEFINING MARKETING AND THE MARKETING PROCESS.

1. Marketing: Creating Customer Value and Engagement.

PART 2: DESIGNING A CUSTOMER VALUE-DRIVEN STRATEGY AND MIX.

2. Customer Value-Driven Marketing Strategy: Creating Value for Target Customers.
3. Products, Services, and Brands: Building Customer Value.
4. Developing New Products and Managing the Product Life Cycle.
5. Pricing: Understanding and Capturing Customer Value.
6. Marketing Channels: Delivering Customer Value.
7. Retailing and Wholesaling.
8. Engaging Consumers and Communicating Customer Value: Integrated Marketing Communication Strategy.
9. Advertising and Public Relations.
10. Personal Selling and Sales Promotion.
11. Direct, Online, Social Media, and Mobile Marketing.

EDUCATIONAL ACTIVITIES

• **Theoretical classes.**

Every week students are going to have a theoretical class and a practical class. In theoretical classes, students are expected to actively participate in the discussion, adding value and experiences to the class. At the end of each theoretical class, students will have to complete a quiz. With this quiz, I will evaluate students' attention and commitment to the course, and also, it would help me to realize if they have any trouble understanding the subject.

• **Practical classes.**

Every week students will have to apply the theory provided in the theoretical class to a practical case. In these classes, students should: discuss a specific case, or a reading, run a simulation or work on specific projects. Students are going to work in groups and, at the end of each class, they have to upload the report to ADI.

• **Final Group Project.**



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Students will have to work on a specific group project during the course. There is a specific document with the instructions for the project (See: Final Project Guidelines Marketing I). Basically, students are going to work with real companies and make a Marketing Plan. The project will consist of three partial deliveries, one final delivery, and a final presentation.

ASSESSMENT

ASSESSMENT MAY

- Final project (*minimum grade = 5*): 35%.
- Final exam (*minimum grade = 5*): 35%.
- Mid-term exam: 15%.
- Practical deliveries: 15%

ASSESSMENT JUNE

- Final project (*minimum grade = 5*): 35%.
- Final exam (*minimum grade = 5*): 50%.
- Practical deliveries: 15%

OFFICE HOURS

Goretti Cabaleiro Cerviño (gcabaleiroc@unav.es)

- Office 2160. Amigos Building. Second Floor (hilera).
- Office Hours: To be confirmed.
- Send an email to book your time.

BIBLIOGRAPHY

Kotler, P. & Armstrong, G. (2018). *Principles of Marketing*. 17th ed., Pearson Education.
[Localízalo en la Biblioteca](#) (2024)

Readings from Harvard Business Publishing.