



Universidad
de Navarra

Marketing I C_20
Teaching guide 2023-24

INTRODUCTION

Course Description:

In the past, companies focused on producing products the best they could. However, nowadays the vast majority of successful corporations have opted for a more sophisticated marketing approach where all their efforts, directly or indirectly, are centered on fulfilling the customer needs. In this type of organization, the marketing department serves as a key coordinator between the different areas of a company to serve the market in the best and most sustainable way. Therefore, any manager of the 21st century must understand perfectly the role of marketing in an organization, even when he or she works in a function different from that of marketing. Furthermore, given that marketing is everywhere, as consumers it is essential to understand the impact of marketing in our lives.

Marketing I intends to introduce students to the key concepts and theories of this field. Its main objectives consist in providing the managers of tomorrow with a solid foundation of marketing theory, instilling in them a marketing mindset, and developing their capacity to successfully apply marketing instruments to properly tackle the several challenges faced by organizations.

Degree:

- 1ºAb+GM (Administración y Dirección de Empresas + Diploma en General Management and Strategy (Bilingüe))
- 1ºAb+Inn (Administración y Dirección de Empresas + Diploma en Innovation and Entrepreneurship (Bilingüe)).

Module 2: Organización de Empresas.

Materia 2.2.: Gestión Aplicada.

ECTS: 6 ECTS

Course, semester: First year, second semester.

Status: Basic.

Professor: Gorette Cabaleiro.

Language: English.

Class and Schedule:

- Tuesdays 10:00 pm – 12:00 pm (Class B2).
- Fridays 12:00 pm – 2:00 pm (Fcom Class 04)

COMPETENCIES

- SC6 To analyze goals, strategies, and/or projects in the area of marketing.



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- **SC22** To be familiar with and apply marketing strategies and policies regarding products, prices, distribution, and communication.
- **SC5** To understand consumers' decision-making process for buying and the psychological factors that influence it.
- **SC10** To analyze the ethical problems of business decisions.

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



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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.

• Professionals talks.

During the professional talks, students should actively participate in asking questions in order to take advantage of the opportunity and, then, extract as much useful information as they can. Of course, students should properly behave, pay attention, and be respectful at every moment. Remember that students' behavior represents the university.

• Final Group Project.

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 (*minimun grade = 5*): 35%.
- Final exam (*minimun grade = 5*): 30%.
- Two Mid-term exams: 20% (10% each one).
- Practical deliveries: 15%

ASSESSMENT JUNE

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

OFFICE HOURS

Dra. Goretti Cabaleiro Cerviño (gcabaleiroc@unav.es)

- Office 2160. Amigos Building. Second Floor (hilera).
- Office Hours: Thursdays 14:00 to 15:30.
- 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)



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Readings from Harvard Business Publishing.