



## PRESENTATION

The *Team Management in Marketing Projects* course explores team management in marketing projects, starting with an introduction to its objectives and the importance of leadership. It covers self-management through the MBTI, cognitive and emotional intelligence, and decision-making in teams. The course then examines team dynamics in marketing, diversity management, performance enhancement, and conflict resolution. It also addresses organizational culture, project leadership, and relationship management. Finally, ethical considerations in project management are discussed, concluding with a comprehensive review and preparation for the final assessment.

- **Degree:** Marketing
- **Module in the Degree Program:** Level 1. Innovación y Emprendimiento. Level 2. Emprendimiento
- **Type of course:** required (obligatoria)
- **ECTS:** 3 ECTS
- **Course, semester:** 3 course, first semester
- **Professor:** [Clara González Tosat](#), PhD
- **Language:** English
- **Room, Time:** Wednesday 10:00-11:45 (Aula 6)

## LEARNING OUTCOMES (Competencies)

### Basic Competencies

- **CB3:** Students will have the ability to gather and interpret relevant data related to team dynamics and management strategies, enabling them to make informed decisions that consider social, scientific, and ethical implications within organizational settings.

### General Competencies

- **CG5:** Students will learn to conceptualize, plan, and develop collaborative projects that enhance team functionality and achieve organizational goals. This includes mastering project management tools and collaborative technologies.

### Specific Competencies

- **CE20:** Identify and implement strategies to correct and improve team functions and processes, enhancing the creative and operational output of teams in a variety of project settings.

## COURSE OUTLINE

### Week 1 (Sep 4):

- **Introduction to Team Management in Marketing Projects**
  - Overview of course objectives, expectations, and assessment.



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- Introduction to the importance of team management in marketing projects.

## Week 2 (Sep 11):

- **Managing Self: Understanding Personality and Performance**
  - 16 Personalities (Myers-Briggs Type Indicator - MBTI).

## Week 3 (Sep 18):

- **Cognitive and Emotional Intelligence in Team Management**
  - Understanding cognitive intelligence in project management.
  - Enhancing emotional intelligence for better team leadership.

## Week 4 (Sep 25):

- **Decision-Making in Teams**
  - Types of decisions in project management.
  - Group decision-making and biases.

## Week 5 (Oct 2):

- **Understanding Teams in Marketing Projects**
  - Difference between groups and teams.
  - Types of teams and their relevance in marketing projects.

## Week 6 (Oct 9):

- **Managing Diverse Teams**
  - Motivation, team development, and conflict management.
  - Addressing cultural and generational differences in teams.

## Week 7 (Oct 16):

- **Enhancing Team Performance**
  - Organizational structures and their impact on team performance.
  - Role of leadership in developing high-performing teams.

## Week 8 (Oct 23):

- **Developing Productive Teams**
  - Managing negative behavioral issues and conflicts.
  - Performance measures and effectiveness in traditional and virtual teams.

## Week 9 (Oct 30):

- **Understanding Project Culture**
  - The role of organizational and project culture in marketing projects.
  - Cultural intelligence and its importance in team management.

## Week 10 (Nov 6):

- **Leading Projects**
  - Theories of leadership in project management.
  - Transformational vs. transactional leadership in marketing projects.



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**Week 11 (Nov 13):**

- **Relationship Management in Teams**
  - Managing stakeholders, power dynamics, and conflicts.
  - Building social capital and effective relationship management.

**Week 12 (Nov 20):**

- **Ethics in Marketing Projects**
  - Ethical considerations in project management.
  - Societal and ecological responsibilities in marketing projects.

**Week 13 (Nov 27):**

- **Course Review and Final Discussion**
  - Recap of key concepts covered in the course.
  - Open discussion and Q&A.
  - Preparation for final assessments.

**EDUCATIONAL ACTIVITIES**

**ASSESSMENT**

- **Class Participation & Attendance:** 10%
- **Individual Assignments:** 20%
- **Group Project:** 30%
- **Final Exam:** 40%

**OFFICE HOURS**

Clara González Tosat, PhD.....([cgonzalez@unav.es](mailto:cgonzalez@unav.es))

Tuesday from 12:00 to 14:00h.

Edificio Ismael Sánchez Bella (Biblioteca Central)

Departamento de Marketing y Empresas de Comunicación

#0681

**REFERENCES**

Management teams why they succeed or fail, [Belbin, R.Meredith](#)

Team Management: Practical New Approaches, McCann, Dick

Handbook Of Top Management Teams, [Bournois, Frank](#)

Any Given Team, Ray McLean