

MARKETING FUNDAMENTALS

IE University

Professor: **DUSHINKA KARANI**

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Degree course: FIRST

Semester: 1^o

Category: BASIC

Number of credits: 5.0

Language: English

PREREQUISITES SUBJECT DESCRIPTION

Marketing is a dynamic and exciting field, a fundamental function for organizations and corporations, large or small, that face the challenges posed by globalization and ever-changing markets, cluttered with brands and products and constantly reinventing categories and options for consumers.

People often confuse marketing with advertising or sales —highly visible activities by which organizations try to persuade customers to buy products and services. However, marketing is much more than advertising and sales, for even the most skillful marketer cannot make customers buy things they don't need (or want).

What lies at the heart of Marketing is the understanding of consumers and the need to generate genuine customer value for them. It is key for any Marketer to identify consumer needs and motivations, satisfy those needs with the right products and/or services, ensure availability to customers through the best distribution channels, use promotional activities in ways that motivate purchase as effectively as possible, and choose a suitable price to boost the firm's profitability while also maintaining customer satisfaction.

OBJECTIVES AND SKILLS

- Fully understand and contextualize the role of Marketing in society and the corporation / organization
- Fully comprehend the marketing process from analysis to implementation with the aim of gaining a holistic vision of the marketing function.
- Understand the need of using market research, as well as learn the steps involved in the Marketing Research process
- Learn the different Market Research Techniques and how to apply these to real business issues
- Understand the Consumer Decision Making process and relate consumer behavior theory to market research, in order to generate useful insights
- Have a solid understanding of the key strategic concepts (segmentation, differentiation and positioning) and how to translate those concepts into the different elements of the marketing mix (product, price, place, promotion) in order to design and implement a consistent and successful marketing plan.
- Develop skills of critical and analytical thinking to evaluate and solve marketing-related problems.
- Showcase how marketing strategy has been conceptualized and applied in different sectors (FMCG, Banking, Pharma, Leisure, Telecomms etc.) and B2B and B2C.

METHODOLOGY

The Marketing Fundamentals course will consist of 25 Face-to-Face Lectures and will include a Intermediate Tests, discussions, a Final Project (with Presentations) and a Final Exam.

16 Synchronous sessions:

- 12 Live Hybrid Sessions: students may assist sessions face to face with the professor or connect online to the same session. All 3 Intermediate Tests will be carried out through these types of sessions.
- 4 Live Online Videoconference: Students and professors will connect remotely. The tool used will be Zoom. The Final Exam will be carried out through this type of session.

9 Asynchronous sessions:

- 2 Forum Sessions: Online Discussion Boards carried out through My Lab. The forum sessions will take place the day the session is scheduled, running 24 hours.
- 5 Non-Class Learning Sessions: equivalent to a face-to-face session, the student will be given a specific task to do (watch a video, read an article, work in groups...) and to be carried out in his/her own time.
- 2 Online Coaching Sessions: Sessions between students and professor (Hybrid) whereby they will access specific coaching from the professor on their group work and presentation they will have to deliver on Session 23 & 24.

To practice and acquire the previously mentioned skills, the following methodology will be used. You should roughly allocate and invest time/effort according to the outlined weight.

Teaching methodology	Weighting	Estimated time a student should dedicate to prepare for and participate in
Lectures	25.6 %	32 hours
Discussions	11.2 %	14 hours
Exercises	0.0 %	0 hours
Group work	32.8 %	41 hours
Other individual studying	30.4 %	38 hours
TOTAL	100.0 %	125 hours

EVALUATION CRITERIA

Your final grade in the course will be based on both individual and group work. The evaluation is based on:

Criteria	Percentage	Comments
Examen Final	30 %	
Group Presentation	40 %	
Class Participation	10 %	
Intermediate Tests	20 %	

IMPORTANT INFORMATION REGARDING GRADING ELEMENTS

A. CLASS PARTICIPATION (10%)

Please note that this part of the evaluation includes your attendance, how much you participate in the discussion in class but also in the Discussion Boards (Forums), and assignment completion. If you do not attend or assist a session, for whatever reason, you are forfeiting the opportunity to obtain the participation credit allotted to that session. Thus, please note this 15% of the grade will be objectively calculated based on your attendance according to the following rubric:

- 5 = 9 absences. The maximum number allowed before you automatically fail the class
- 6 = 8 absences
- 6.5 = 7 absences
- 7 = 6 absences
- 7.5 = 5 absences
- 8 = 4 absences
- 8.5 = 3 absences
- 9 = 2 absences
- 9.5 = 1 absence
- 10 = 0 absences

Note that if you miss the class, regardless of the cause for the absence, you will automatically be forfeited the opportunity to earn participation credit allocated for that session.

Main criteria for evaluating Class Participation are as follows:

- Depth and Quality of Contribution: The quality of your comment in terms of depth of insight, rigorous use of case evidence, consistency of argument, and realism will be highly appreciated.
- Moving Your Peers' Understanding Forward: Along with the content, the way of conveying your ideas will also be considered. Your way of presentation should be concise and clear, accompanied by a spirit of involvement in the discussion at hand. You will have multiple chances to present, therefore your improvement along the way will be noted.
- Frequency: It is encouraged that you participate as much as you can, but this does not mean you should speak for the sake of reaching some critical number. Beyond certain threshold, the quality of your comment is more important.

Recall that listening carefully is as important a component of participation as speaking. Please be aware of your own style of participation: if you find it difficult to speak up in class, push yourself to do so. If you realize you tend to dominate discussions, make a point of listening to others. Your participation grade at the end of the semester will be based cumulatively on your contributions over the course of the semester.

The average level of participation usually satisfies the criteria for a “7”, which would correspond to a “B”.

- Grade 0 - 4,9 Criteria: When present, not disruptive. Tries to respond when called on but does not offer much. Demonstrates very infrequent involvement in discussion.
- Grade 5,0 - 6,9 Criteria: Demonstrates adequate preparation: knows basic reading facts, but does not show evidence of trying to interpret or analyze them. Offers straightforward information (e.g., straight from the reading), without elaboration or very infrequently (perhaps once a class). Does not offer to contribute to discussion, but contributes to a moderate degree when called on. Demonstrates sporadic involvement.
- Grade 7 - 8,9 Criteria: Demonstrates good preparation: knows reading facts well, has thought through implications of them. Offers interpretations and analysis of reading material (more than just facts) to class. Contributes well to discussion in an ongoing way: responds thoughtfully to other students' points, thinks through own points, questions others in a constructive way, offers and supports suggestions that may be counter to the majority opinion. Demonstrates consistent ongoing involvement.
- Grade 9,0 - 10,0 Criteria: Demonstrates excellent preparation: has analyzed readings exceptionally well, relating it to other material (e.g., other readings, course material, discussions, experiences, etc.). Offers analysis, synthesis, and evaluation of class material (e.g., puts together pieces of the discussion to develop new approaches that take the class further). Contributes in a very significant way to ongoing discussion: keeps analysis focused, responds very thoughtfully to other students' comments, contributes to cooperative argumentbuilding, suggests alternative ways of approaching material and helps class analyze which approaches are appropriate, etc. Demonstrates ongoing very active involvement.

The professor will lay the ground rules for participation during Session 1 and will provide a mid-term “grade” after the mid-term exam.

B. EXAMS (50%) B.1. INTERMEDIATE TESTS (20%)

There will be THREE Intermediate tests during the course. All three will be multiple-choice based and carried out during the first 20 minutes of Sessions 5, 14 and 21, corresponding to each Part of the course. These tests give you a chance to practice towards the exam since they use the same material that will be used in the Mid-Term and the Final Exam and come directly from the Pearson Textbook.

Since we will be using the same platform, you will get your answers straight away so you can track your progress.

B.2. FINAL EXAM (30%)

The final exam will cover all topics discussed during the entire course. It will last 1hr 30 min and will be a common exam for all BBA Year 1 courses. Date of the Final Exam will be confirmed on the First Session.

The Final Exam will be structured 30% multiple-choice, 30% Open Questions and 40% A Case Study. Details will be provided by your teacher with time for you to prepare for your exam.

The minimum grade to pass the exam will be a 4,5 out of 10. If a student does not reach this cut-off score in the Final Exam all the other grades will NOT be considered towards the Total Average Grade of the student, and the student will automatically FAIL the course. A grade of less than 4,5 in the final exam implies that the student has not sufficiently acquired the knowledge of Marketing concepts and tools necessary to pass this course.

Re-grade requests have to be submitted in writing explaining why you believe that your answer, as written, was incorrectly graded.

Please note that when you ask for a re-grade, since this considers again the whole exam, the final grade may be increased as well as decreased.

C.MARKETING PLAN PROJECT (40%) C.1. PRESENTATION AND DOCUMENT (35%)

This is the main project for this course and a very important part of the course. Presentations constitute an oral exam and attendance is compulsory. Only justified absences will be accepted.

Delivery of the project will consist of two formal documents which, together, work as a complete Marketing Strategy Plan - exact project TBC.

The two documents will be:

- A 10-15 word document to include all elements of the course. This document will weigh 20% of the final project grade.
- A ppt/keynote presentation of about 10 slides that will serve as visual support to the concepts outlined in the word document. This document will be the presentation document for Sessions 2324. This document will weigh 15% of the final project grade.

Detailed instructions about the project will be provided in class so the rules of the game are clear from the beginning. All grading elements will be clearly outlined.

C2. PEER EVALUATION (5%)

The presence of free-riders in teams is a problem we take VERY seriously at IE University. The willingness and ability to work in teams is highly regarded in the workplace and this class will help you to start working with this mindset. Teams as a whole will be responsible for their general management and teammates will be asked to provide a written evaluation of their peers to ensure all teams collaborate and work diligently to achieve the best possible results.

Attendance to Final Project sessions (Sessions 23 and 24) will be compulsory to ensure a team effort and any unjustified absence will be penalized by decreasing the Final Project Grade by 50% unless this absence is justified and accepted at the discretion of the Professor.

Should there be any “serious” circumstance to take into account, Professors will expect students to be formally warned with plenty of time to take action. No last minute excuses will be accepted.

Instructions on how to complete your Peer Evaluation will be given during Sessions 23 - 24.

FINAL GRADE

The student must achieve a minimum overall final grade of 5 out of 10 as a Final Grade (overall grade amongst intermediate tests, exam, class participation and group work) to pass the course. Any student with a grade lower than a 5, will have to retake the exam in the next Extraordinary session.

PROFESSOR BIO

Professor: **DUSHINKA KARANI**

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PROFESSIONAL BACKGROUND

- FundingBox (Mkt. Consultant) – European Leader in Distribution of funds for Deep Tech Startups & SMEs
- Calidad Pascual (Marketing Director) - Spanish FMCG company
- Mantequeras Arias (Marketing Director, Commercial Director, Export and Private Label Director)- Spanish FMCG company
- Grupo Moliner (Account Manager) - Spanish Agency, Mkt. Outsourcing for Procter & Gamble
- The Body Shop (Retail Manager) - Multinational FMCG
- Select Service Partner (Product Manager) - Multinational FoodService
- Emanuel Ungaro (Sales Controller) - Fashion
- Unilever (Market Research Assistant) - Multinational FMCG

ACADEMIC BACKGROUND

- Facebook Academy (Facebook & Instagram Campaigns), Madrid.
- Digital Marketing, Social Media and Analytics: An Omnichannel Strategy Program - IE, Madrid.
- Master in Marketing and Sales Management – ESIC, Madrid.
- Business Law Degree – City Univeristy, London.

ACADEMIC EXPERIENCE

- Adjunct Professor - IE Business School, since 2016

OTHER INFORMATION

USE OF ELECTRONIC DEVICES IN CLASS

This subject does not require the use of a laptop / tablets except in cases when students take notes.

- **Use of any other mobile device (mobile phones) is strictly forbidden (as per Code of Conduct, read below).** Mobile devices should be put on Airplane Mode during class and its use will result on immediate expulsion from the class.

