
Marketing Management

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Objectives

1. To analyze critically the role of Marketing and to examine the major functions that comprise marketing task.
2. To develop an ability to apply the marketing concept to real-life marketing situations, and to develop a deep understanding of the applicability of the marketing concepts within the concept of a specific problem.

Description

Marketing is a way of thinking about business. The success of an organization depends on the success of its marketing activities. The role of Marketing management in organizations is: to identify and measure the needs and wants of consumers, to determine the targets the business can serve, to decide on the appropriate products and services to serve these markets and to determine the optimal pricing, communication and distribution strategies to be implemented.

Contents

1. Introduction and basic concepts in Marketing
2. Market segmentation and Positioning Strategies
3. Managing the Product over Time
4. Strategic Planning in Marketing
5. Product, Product Line and Brand Decisions
6. Pricing Decisions
7. Marketing Communications
8. Distribution Decisions

Methodology

The course format is a combination of lectures, discussions, articles and cases. The lectures are designed to reinforce and complement the designed to reinforce and complement the basic material in the texts that should be should be read before each session. Besides, short cases to be discussed in the second half of each second half of each session will be given one week in advance.

Evaluation criteria

1. **Class attendance, discussion and participation:**

The benefit that you will derive from the course will depend upon the extent to which you expose your own viewpoints or conclusions to the critical judgment of the class. You should view class participation both as an opportunity to ask questions to enhance your understanding as well as an opportunity to suggest examples that demonstrate your

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understanding of the material. For every session a couple of short articles will be given one week in advance. Based on the related theory, the key issues on every article will be discussed. Article discussion is an effective way to illustrate real cases of firms facing a specific marketing problem, and taking proper strategic and tactic decisions. It is imperative that you read the required textbook chapters and cases to discuss and come to class with a series of comments that you think will be interesting to the class. Individual class participation will total 30% of the final grade.

2. Mid-term and Final Exams

The exams will give you an opportunity to apply knowledge obtained during the course. The midterm and final exams will total 30% to 40% of the final grade respectively.

Bio of the professor

He holds a PhD in Economics from the Carlos III University of Madrid and an MBA from IESA. He is associate professor of the Department of Economics and Business at Pompeu Fabra University. His research fields are Consumer Choice Models, Multi-Market and International Diffusion Models, Technological Innovation and Communication Networks.