Identification of Market Opportunities

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**Course Description**

Marketing is a way to think about business. The success of an organization depends on the success of their marketing activities. The role of marketing management in organizations is to identify and measure the needs and wants of consumers in order to 1) determine which markets the organization can serve, 2) decide what products and services are suitable for those markets, and 3) determine the optimal price and distribution strategies to reach the chosen markets with the chosen products and services.

This course focuses on market analysis and the study of strategic decision-making tools that organizations use in order to exploit market opportunities and reach their goals.

**Objectives**

- Getting acquainted with the main marketing notions and concepts.  
- Acquiring the necessary knowledge to analyze the environment around organizations and markets.  
- Understanding the main functions of marketing in different markets: consumer goods, services, and industrial goods.  
- Learning the main marketing tools that organizations utilize in order to efficiently market their products.  
- Acquiring abilities for the development and management of a new product concept, taking into account the multidisciplinary nature of marketing management.  
- Understanding the optimal segmentation strategies and the necessary positioning processes to effectively market a product.

**Methodology**

Students are expected to actively participate in class, to work in groups, and to use the Internet.

**In-person activities to be conducted in theory sessions:**

- Theory classes  
- Project presentations  
- Debates and discussion around marketing cases  
- Seminars taught by managers and other practitioners

**Autonomous learning:**

- Discussion and resolution of cases, both individually and in groups  
- Realization of projects  
- Research on topics related to the course

Note: This document is only informational, detailed contents and faculty may change.
- Group dynamics involving topics discussed in class
- Individual and group tutorial sessions
- Final exam

**Bio of Professor**

Associate professor of marketing and market research of the Department of Economics and Business at Pompeu Fabra University. PhD in Economics from the Carlos III University of Madrid. Mechanical Engineer from the Simón Bolívar University of Venezuela. He has served in various capacities for Procter & Gamble and American Express.