

1. BASIC INFORMATION

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|------------------------|--|
| Course | Operational Marketing |
| Degree program | Master Degree in Marketing |
| School | Faculty of Social Sciences and Communication |
| Year | 1 |
| ECTS | 6 ETCS |
| Credit type | Mandatory |
| Language(s) | English |
| Delivery mode | Campus-based mode (Alcobendas) |
| Semester | S2 |
| Academic year | 24-25 |
| Coordinating professor | Gloria Morcillo |
| Professor | Marisa Hernández |

2. PRESENTATION

Operational marketing consists of setting up different actions to achieve the objectives defined by the marketing strategy. These actions are based on market knowledge and analysis as well as overall marketing objectives.

Operational marketing is short-term and therefore has the advantage that it can be adapted according to the different actions' success.

3. LEARNING OUTCOMES

Knowledge

- KNWL4. Understand the latest trends in the brand-consumer relationship through marketing on mobile devices and new emerging media.
 - Describe the different subdivisions of marketing at the operational level.

Skills

- SKILL2. Manage relationships with all stakeholders in marketing and business strategy in organizations.
- SKILL4. Apply the new advanced concepts of marketing and communication, through the use of Internet tools and new technologies in coherence with the global marketing strategy of the company.

- SKILL5. Identify the relationships between brands and consumers, using new computer applications as sources of information on consumer buying behavior.
 - Managing Below the Line techniques

Competences

- CBTF2. Use complex analytical tools to analyze big data in order to predict, simulate and optimize or test results (e.g. advanced techniques for market segmentation and product positioning, CRM, Google analytics, etc.).
- CBTF3. Plan and implement a comprehensive marketing plan.
- CBTF5. Design products based on the analysis of market opportunities and the company's capabilities, creating a healthy and sustainable portfolio of products, based on the application of advanced marketing techniques.
- CBTF7. Design, implement and supervise a commercial action plan that ensures the achievement of the company's objectives.

4. CONTENT

- Direct marketing
- Retail marketing
- Promotional marketing
- Attraction marketing
- Reputational marketing

This module is important for the regulation of marketing knowledge for students coming from different areas of knowledge, in order to establish a common starting point for the remainder of the programme.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Case studies
- Collaborative learning
- Problem-based learning
- Challenge-based learning
- Lectures
- Simulation environments

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

| Learning activity | Number of hours |
|--------------------|-----------------|
| Lectures | 18 |
| Practical Seminars | 12 |

| | |
|--------------------------------------|------------|
| Independent working | 50 |
| Debates & Discussions | 8 |
| Academic Tutotials | 18 |
| Drawing up reports and written work | 20 |
| Solving case studies | 12 |
| Problem-solving | 10 |
| In-person knowledge assessment tests | 2 |
| TOTAL | 150 |

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

| Assessment system | Weight |
|----------------------------|--------|
| In-person assessment tests | 60 |
| Oral presentations | 15 |
| Case Study | 15 |
| Reports and written work | 10 |

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you must complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

| Assessable activities | Deadline |
|-------------------------|------------|
| Case Study 1/Activity 1 | Week 1-3 |
| Case Study 2/Activity 2 | Week 4-8 |
| Case Study 3/Activity 3 | Week 5-9 |
| Case Study 4/Activity 4 | Week 10-14 |

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAFÍA

The main reference work for this subject is:

- Lambin, Jean-Jacques. Market-driven management: Strategic and operational marketing. New York: St. Martin's Press, 2000.

The recommended Bibliography is:

- Morris, David. U.S. funeral homes industry: A marketing, competitive, and operational analysis. Tampa, Fla: Marketdata Enterprises, 2003.
- Beamish, Karen. Marketing operations. Oxford: Butterworth-Heinemann, 2002
- Lambin, Jean-Jacques. Market-driven management: Strategic and operational marketing. Basingstoke: Macmillan, 2000.
- Greenley, Gordon E. The strategic and operational planning of marketing. London: McGraw-Hill Book Co., 1986.
- E. Plank, Richard, and Robert Hooker. "Sales and operations planning." Journal of Research in Interactive Marketing 8, no. 1 (March 4, 2014): 18–36
- Bengtsson, Maria, Håkan Boter, and Vladimir Vanyushyn. "Integrating the Internet and Marketing Operations." International Small Business Journal: Researching Entrepreneurship 25, no. 1 (February 2007)

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by mean of counselling and personalized plans for students who need to improve their academic performance.

2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunity for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.