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# Identification of Market Opportunities

Professor: Antonio Ladrón de Guevara  
Office hours: by appointment  
Course Type: Compulsory  
Credits: 4 ECST  
Term: 1<sup>st</sup> Term

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## Course Description

Marketing is a way to think about business. A key 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 set of marketing tools to reach the chosen markets.

The success of an organization depends on the appropriate knowledge of its markets. Therefore, the market analysis and the identification of the firm's opportunities is key to guarantee its success. This course focuses on market analysis and the study of strategic decision-making tools that organizations use in order to identify and exploit market opportunities to 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

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 understanding of the material.

For every session, short articles will be posted in “aula global” 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 be discussed and come to class with a series of comments that you think will be interesting to the class.

## General Competencies

CE3. Apply the practical tools and theoretical models to the results of the research carried out for market selection and marketing management strategy planning.

CE7. Incorporate the different techniques and decision-making models of elements of the marketing mix in the development of a complete marketing plan.

CE10. Integrate the different knowledge provided by the adjacent functional areas of a company in what affect the marketing function: IT, finance, innovation, corporate social responsibility among others.

## Learning Outcomes

### **CE3.**

R1. Analyze data from market research of diverse methodology

R2. Differentiate between analysis methods to identify the most appropriate for market selection and planning

R3 Select the tools and methods for the analysis of market opportunities and to make the selection of markets.

R4 Use planning tools to make market entry decisions.

#### **CE7.**

R1. Integrate within a marketing plan all the elements of the marketing mix

R2. Measure market potential and estimate sales

R3 Estimate the economic cost of a given marketing mix planning

R4 Make a complete marketing plan

#### **CE10.**

R1 Analyze the approach and the results of market studies through statistics

R2 Master the statistical analysis used in marketing management

R3 Master the financial analysis used in marketing management

R4 Incorporate other functional areas to marketing planning

### **Evaluation criteria**

There will be a midterm and a final exam that will give students the opportunity to apply the knowledge acquired throughout the course. The midterm and final exams will total 20% and 35% of the final grade respectively. To pass the course, it is required to obtain at least a 5/10 in the final exam. If the grade in the final exam is at least 5, the final grade of the course will be computed as the weighted average between the midterm (20%), the final exam (35%), the group projects and discussions (35%), and the class attendance and individual participation (10%). If the grade in the final exam is lower than 5, the final grade of the course will be equal to the grade of the final exam.

### **Important:**

In courses that feature a final exam, a minimum grade of **5 out of 10** in the final exam is necessary for the other evaluation criteria to be taken into account when computing the student's overall grade for the course. Therefore, students who obtain less than a 5 out of 10 in the final exam will fail the course automatically. Those students will have to take a remedial exam (more details below).

Courses in the Program will generally include group assignments (case studies, projects etc.). At the end of each term, and in order to disincentivize free-riding behaviors, students will have the opportunity to evaluate the involvement of the rest of their team members in all group assignments that took place within the term. Students who obtain sufficiently poor evaluations from their team members will be penalized. The penalty will involve a reduction in the overall group assignment grades of **all** courses that include group assignments (max penalty: 50% reduction of those grades). More details on the topic are available on *eCampus*.

All the activities that are submitted past the deadline or that do not follow the submission instructions in terms of content, format, etc. will be considered as 'not submitted'. Students will be informed about the submission and presentation dates the first day of class.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a zero grade in the participation/attendance evaluation item and may lead to suspension from the program

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

Date	From	Until	Topic	Session
25/09/24	14:00	15:30	Introduction and basic Mkt concepts	Theory
30/09/24	15:00	16:30	Introduction and basic Mkt concepts	Theory
02/10/24	14:00	15:30	Market segmentation and Positioning strategies (I)	Theory
07/10/24	15:00	16:30	Market segmentation and Positioning strategies (II)	Theory
09/10/24	14:00	15:30	Market segmentation and Positioning strategies (III)	Theory
15/10/24	14:00	15:30	Market segmentation and Positioning strategies (IV)	Theory
16/10/24	14:00	15:30	Managing the product over time (I)	Theory
21/10/24	15:00	16:30	Managing the product over time (II)	Theory
23/10/24	14:00	15:30	Managing the product over time (III)	Theory
28/10/24	15:00	16:30	Midterm exam	Theory
29/10/24	14:00	15:30	Seminar 1	Theory
30/10/24	14:00	15:30	Managing the product over time (IV)	Seminar
04/11/24	15:00	16:30	Managing the product over time (V)	Theory
05/11/24	14:00	15:30	Seminar 2	Seminar
06/11/24	14:00	15:30	Midterm-exam analysis and revision	Theory
11/11/24	15:00	16:30	Strategic planning in Marketing (I)	Theory
12/11/24	14:00	15:30	Seminar 3	Seminar
13/11/24	14:00	15:30	Strategic planning in Marketing (II)	Theory
18/11/24	15:00	16:30	Strategic planning in Marketing (III)	Theory
20/11/24	14:00	15:30	Growth Strategies (I)	Theory
25/11/24	15:00	16:30	Growth Strategies (II)	Theory
26/11/24	14:00	15:30	Seminar 4	Seminar
27/11/24	14:00	15:30	Revision class (I)	Theory
02/12/24	15:00	16:30	Revision class (II)	Theory

## Reading Materials/ Bibliography/Resources

- Philip Kotler's Marketing Management (13<sup>th</sup> edition-2009, 14<sup>th</sup> edition-2012, 15<sup>th</sup> Edition-2018, or 16<sup>th</sup> edition-2021 Prentice Hall)
- Selected readings and cases posted on the eCampus.

## 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. Industrial Engineer from UNED, Spain. Mechanical Engineer from the Simón Bolívar University of Venezuela. He has served in various capacities for Procter & Gamble, American Express, and Owens Illinois.

MSc in Marketing