

Syllabus

Master of Science in Marketing Master Universitario en Marketing

Course 2024-2025

1. TOPIC

- **Name:** Global Vision of International Business Reality – Paris Study Trip
- **Course type:** Elective
- **Term:** 3rd
- **Credits:** 4 ECTS
- **Professors:** Alberto Guevara, Antonio Ladrón-de-Guevara, and Carolina Luis

2. COURSE DESCRIPTION (objectives)

Content:

The student will have a set of activities of a diverse nature during a trip in which they will visit representative businessmen and companies (national and international) and will learn about the organizational structure and resources (e.g.: commercial offices, sources of information, etc.). The destination of the international week will be decided each year based on a series of essential elements such as the economic situation in the country of destination and the interest that this may arouse in students.

Competencies:

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

Learning outcomes:

CE10

R1 Analyze decision-making situations intuitively and technically

R4 Make decisions creatively and/or including co-creation

Teaching Methodology:

M7 Discussion seminars on previously assigned readings

M8 Practices carried out in computer classrooms to delve into the concepts explained in classes and seminars by applying them to real data

M10 Non-face-to-face tutorials for which the student will have telematic resources such as e-mail and resources on the UPF intranet

M6 Group work (preparation of works, presentations of cases, and presentations of

topics by the students, etc.)

M4 Realization of individual works (preparation of oral presentations, reading of specialized texts, analysis of related articles).

M9 Classroom activities dedicated to solving practical exercises based on the data provided by the teacher (work with companies to solve specific cases, company analysis...).

The course will take place in a 3-day trip to a previously agreed destination and with a marketing theme decided by the Director of the Program and the professor of the subject.

In parallel, students must complete face-to-face activities during the trip and teaching assignments before, during and after the trip.

IMPORTANT: High student participation is expected during the activities that will be carried out throughout the course. This means prior preparation before each activity and interaction with the specialists presenting each activity through questions, inquiries, and discussions on the subject matter. Before the trip, assignments for group work will be made.

3. Evaluation (evaluation system, grading system, ...)

Participation in all the scheduled activities during the trip.	35%
Group report	25%
Presentation	15%
Individual assignment	25%
TOTAL	100%

IMPORTANT: All the activities not delivered on the dates and with the foreseen requirements are considered as "not delivered". The delivery dates of the works and presentations will be indicated on the first day of class.

The final grade for the course will be the weighted average of the weights indicated in the table above. However, **to pass the course you must have attended 100% of the activities during the trip and submitted the individual assignment.**

Retake:

For students who do not pass the course, they will have to take an additional elective during the 3rd term of the Master's program.

Plagiarism

Plagiarism means using the work done by someone else and presenting it as your own without properly acknowledging the sources. All essays, reports, or projects submitted by a student must be original work completed by the student. By enrolling in any UPF BSM Master degree, students acknowledge that they understand the school's policy on plagiarism and certify that all course subjects will be their own

work, except where indicated in the correct reference. Failure to do so may result in automatic expulsion from the program."

4. Activities

The theme of the subject will revolve around **Luxury Marketing**, and will be held in the city of Paris, an iconic city of luxury and fashion. The activities will take place between April 2nd and 4th, and will be scheduled according to the attached calendar (see the detailed calendar of activities on the eCampus). The operations center will be located at the ACCIO headquarters in Paris (see the map on the eCampus). In parallel, students must carry out the academic activities indicated in the following table

Session	Topic	Content and activities	Readings and cases
Before the trip	<ul style="list-style-type: none"> <i>Luxury Marketing</i> 	<p>Understand what luxury marketing is and the strategies used in this industry.</p> <p>Team appointment.</p>	<ul style="list-style-type: none"> Attend Manuel Pelaez's presentation on Luxury Marketing (Maison Chaumet) Read the article: THE DEMOCRATIZATION OF TRADITIONAL LUXURY SHAPING TODAY'S LUXURY P1 Literature Review
April 9 th 2025	<ul style="list-style-type: none"> <i>Kick Off / Introduction (9:00)</i> <i>Strategic Brand Marketing Approaches for Parisian Department Stores</i> 	<p><i>Brand talks and visits:</i></p> <ul style="list-style-type: none"> TBD 	Previous preparation of each brand to visit, with questions and doubts.
April 10 th 2025	<ul style="list-style-type: none"> <i>Development and codes in the strategies of fashion and luxury brands</i> 	<p><i>Brand talks and visits:</i></p> <ul style="list-style-type: none"> TBD 	Previous preparation of each brand to visit, with questions and doubts.
April 11 th 2025	<ul style="list-style-type: none"> <i>Luxury marketing at all stages of the consumer's life</i> <i>Luxury consortium strategy</i> 	<p><i>Brand talks and visits:</i></p> <ul style="list-style-type: none"> TBD 	Previous preparation of each brand to visit, with questions and doubts.
After the trip	Learning and contribution	<ul style="list-style-type: none"> Group presentations and discussions 	

The activities can be changed or modified depending on the availability of the invited specialists. Any changes will be duly notified.

5. FACULTY

Guevara, Alberto

- Specialist in Marketing, focused on Business Development and Digital Marketing
- Production Engineer - Metropolitan University (UNIMET), Caracas, Venezuela.
- Master in Marketing - Pompeu Fabra University
- Postgraduate in Digital Marketing - Tecnocampus (Pompeu Fabra University)
- Postgraduate in Inbound Marketing – Inesdi Digital Business School
- Postgraduate in Storytelling and Brand Content - Inesdi Digital Business School.
- Five years of experience in Political Marketing
- Working experience on user acquisition, CRO (click rate optimization), and digital advertising during the last six years.

Ladrón de Guevara Martínez, Antonio

- Associate professor - Department of Economics and Business, Pompeu Fabra University
- Ph. D. in Economics - Universidad Carlos III, Madrid
- MBA – IESA (Venezuela)
- Mechanical Engineer - Simón Bolívar University, (Venezuela)
- Industrial Engineer – UNED (Spain)
- Academic Director of the following programs at Barcelona School of Management: Máster Universitario en Marketing, and Master of Science in Marketing.

Luis Bassa, Carolina

- Director of Mercadona Cathedra on Circular Economy UPF- BSM
- Professor-Researcher – Pompeu Fabra University - BSM
- Ph.D. in Business - Barcelona University
- Adjunct professor, Department of Economics and Business, Pompeu Fabra University
- MBA - IESA (Venezuela) and Research Master on Business, Finance, and Insurances, Barcelona University
- Computer Engineer - Simón Bolívar University, (Venezuela)
- Academic Director of the following programs at Barcelona School of Management: Máster Universitario en Marketing and Master en Dirección de Marketing Digital

6. BIBLIOGRAPHY (fundamental/recommended)

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Eckhardt, G. M., Belk, R. W., & Wilson, J. A. J. (2013). The rise of inconspicuous consumption. *Journal of Marketing Management*, 31, 807–826.

Han, J., Nunes, J., Drèze, X., & Marshall. (2010). Signaling Status with Luxury Goods: The Role of Brand Prominence. *Journal of Marketing - J MARKETING*, 74, 1547–7185.

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Kapferer, J.-N. (1997). Managing luxury brands. *Journal of Brand Management*, 4(4),

251–259.

McKinsey & Company. (2018). The age of digital Darwinism

Nunes, P. F., Johnson, B. A., & Breene, R. T. S. (2004). Selling to the moneyed masses. *Harvard Business Review*, 82(7–8), 94–104, 188.

Silverstein, M., & Fiske, N. (2003). Luxury for the Masses. *Harvard Business Review*, 81, 48–57, 121.

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