



BUSINESS AND TOURISM FACULTY GENERAL SPECIFICATIONS

Course 2026-2027

DEGREE IN BUSINESS

Subject Data

Name:

MARKETING II

English name:

MARKETING II

Code:

858510215

Type:

IN PERSON

Hours:

	Total	In class	Out class
Time distribution	150	60	90

ECTS:

Standard group	Small groups			
	Classroom	Lab	Practices	Computer classroom
4.8	1.2			

Departments:

BUSINESS MANAGEMENT AND MARKETING

Knowledge areas:

MARKETING AND MARKET RESEARCH

Year:

3º

Semester

1

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TEACHING STAFF		
Name:	E-mail:	Telephone
Elena Carvajal Trujillo	carvajal.trujillo@dem.uhu.es	959217921
Others Data (Tutoring, schedule...)		
Department: Business Management and Marketing Office number: 47 (second floor) Faculty of Business Sciences and Tourism Email: carvajal.trujillo@dem.uhu.es Phone: 959217921 Tutoring Schedule: First semester: Tuesdays and Thursdays from 10:30 a.m. to 1:30 p.m. Second semester: Mondays and Wednesdays from 9:30 a.m. to 12:30 p.m. The timetable for this subject is available on the Faculty's website.		

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SPECIFIC INFORMATION OF THE COURSE

I. Contents description:

I.1 In English:

Products, services and brand management. Pricing strategies. Communication management. Strategic sales management. Distribution and channel management. Relationship marketing principles

I.2 In Spanish:

Productos, servicios y gestión de marcas · Estrategias de precios · Gestión de la comunicación · Gestión estratégica de ventas · Distribución y gestión del canal · Principios del marketing relacional

2. Background:

2.1 Situation within the Degree:

This subject plays an important role within the Degree, as it provides future business professionals with the tools and knowledge required to design and implement the most appropriate marketing mix strategy, in accordance with the needs and preferences of the selected market segments.

2.2 Recommendations

It is recommended that students have basic prior knowledge of marketing

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3. Objectives (as result of teaching, or skills or abilities and knowledge):

General objective:

- The main objective of this course is to provide students with specialised, up-to-date, systematic theoretical and practical training in order to develop their skills in the marketing decision-making process in relation to the four basic variables of the marketing mix.

Specific objectives:

- To identify and understand the key decisions related to products and services, including product portfolio, branding, packaging, labelling, product strategies and new product development.
- To understand the importance of pricing decisions and their direct impact on demand behaviour, as well as to identify the key factors involved in price-setting decisions.
- To learn how to design and develop an integrated communication campaign according to the target market.
- To identify the key issues related to commercial distribution.

4. Skills to be acquired

4.1 Specific Skills:

CE8

4.2 General, Basic or Transversal Skills:

CB1, CB2, CB3, CB4, CB5, CG1, CT1, CT2 and CT3

5. Training Activities and Teaching Methods

5.1 Training Activities:

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- Theory/practical sessions on the contents of the programme.
- Activities academically directed by the teaching staff: seminars, lectures, development of work, debates, group tutorials, reports, activities of evaluation/self-evaluation.
- Individual/autonomous student work

5.2 Teaching Methods::

- Theoretical face-to-face classes.
- Practical face-to-face classes.
- Tutored autonomous work.
- Assessment tests.
- Tutorials.
- Meetings.
- Independent work of the student.

5.3 Development and Justification:

Each topic will be developed in class in order to guide and consolidate students' understanding of the subject contents. The course will follow the book indicated in the basic bibliography, which will serve as the main reference for the theoretical and practical development of the different topics. Students will also have access to complementary bibliography to broaden and reinforce their knowledge.

Large-group sessions will include theoretical explanations, applied activities and debates aimed at strengthening students' knowledge and skills in relation to the main decisions of the marketing mix.

In practical sessions, students will develop the skills required to analyse marketing problems, search for relevant information, and prepare reports and practical assignments related to the contents of the subject. These activities will be based on real business cases and market situations, with particular emphasis on product, price, communication and distribution decisions.

Other guided activities may also be carried out, such as the analysis of current marketing practices, business examples and market trends related to the topics covered in Marketing II.

6. Detailed Contents

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Topic 1. Products, Services, and Brands: Building Customer Value

Topic 2. Developing New Products and Managing the Product Life Cycle

Topic 3. Pricing: Understanding and Capturing Customer Value

Topic 4. Pricing Strategies: Advanced Topics

Topic 5. Marketing Channels: Delivering Customer Value

Topic 6. Retailing and Wholesaling

Topic 7. Engaging Consumers and Communicating Customer Value: Integrated Marketing

Communications Strategy

Topic 8. Advertising and Public Relations

Topic 9. Personal Selling and Sales Promotion

Topic 10. Digital Marketing

7. Bibliography

7.1 Basic Bibliography:

Kotler, P., Armstrong, G., & Balasubramanian, S. (2023). Principles of marketing (19th ed.). Pearson Global Editions.

7.2 Additional Bibliography:

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Armstrong, G., & Kotler, P. (2022). *Marketing: An introduction* (15th ed., Global ed.). Pearson.

Clow, K. E., & Baack, D. (2022). *Integrated advertising, promotion, and marketing communications* (9th ed.). Pearson.

Keller, K. L., & Swaminathan, V. (2020). *Strategic brand management: Building, measuring, and managing brand equity* (5th ed., Global ed.). Pearson.

Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing management* (16th ed., Global ed.). Pearson.

Thaichon, P., & Ratten, V. (Eds.). (2021). *Transforming relationship marketing: Strategies and business models in the digital age*. Routledge.

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8. Systems and Assessment Criteria

8.1 System for Assessment:

Written/oral assessment.

Continuous assessment.

8.2 Assessment Criteria and Marks:

8.2.1 Examinations Convocatory I

All assessment activities will be subject to the Assessment Regulations for the Undergraduate and Official Master's Degrees of the University of Huelva, Assessment Regulations for the Undergraduate and Official Master's Degrees of the University of Huelva (approved by the Governing Council of on 13 March 2019). The grading system used in the subject is in accordance with that established in article 5 of Royal Decree 1125/2003, of 5 September, which establishes the European system of credits and the grading system in official university degrees and of valid throughout the national territory. The results obtained by the student in each of the subjects of the syllabus will be graded according to the following numerical scale from 0 to 10, to one decimal place, to which may be added the corresponding qualitative grade: 0.0 to 4.9: Fail (SS); 5.0 to 6.9: Pass (AP); 7.0 to 8.9: Notable (NT); 9.0 to 10: Outstanding (SB).

The mention 'Matrícula de Honor' may be awarded to students who have obtained a grade equal to or higher than 9.0. Their number may not exceed 5% of the students enrolled in a subject in the corresponding academic year. In the event of a tie, the final project grade will be taken into account.

In the continuous assessment system, the weighting of the different assessment components in the final mark will be as follows:

-Written assessment: 50%. The written assessment will assess the theoretical and practical contents of the subject.

Continuous assessment: 50%. This component will include attendance, participation, completion of proposed activities, practical assignments, case studies and/or reports requested by the lecturer throughout the course.

In order to pass the subject, students must obtain a minimum mark of 4 out of 10 in each of the two assessment components: the written exam and the continuous assessment. The final mark will be calculated according to the weighting established above, provided that the minimum mark required in each component has been achieved.

Finally, the regulations, recommendations, protocols, and any other applicable provisions approved by the University of Huelva concerning the use of Artificial Intelligence shall apply.

8.2.2 Examinations Convocatory II

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All assessment activities will be subject to the Assessment Regulations for the Undergraduate and Official Master's Degrees of the University of Huelva, Assessment Regulations for the Undergraduate and Official Master's Degrees of the University of Huelva (approved by the Governing Council of on 13 March 2019). The grading system used in the subject is in accordance with that established in article 5 of Royal Decree 1125/2003, of 5 September, which establishes the European system of credits and the grading system in official university degrees and of valid throughout the national territory. The results obtained by the student in each of the subjects of the syllabus will be graded according to the following numerical scale from 0 to 10, to one decimal place, to which may be added the corresponding qualitative grade: 0.0 to 4.9: Fail (SS); 5.0 to 6.9: Pass (AP); 7.0 to 8.9: Notable (NT); 9.0 to 10: Outstanding (SB).

The mention 'Matrícula de Honor' may be awarded to students who have obtained a grade equal to or higher than 9.0. Their number may not exceed 5% of the students enrolled in a subject in the corresponding academic year. In the event of a tie, the final project grade will be taken into account.

In the continuous assessment system, the weighting of the different assessment components in the final mark will be as follows:

-Written assessment: 50%. The written assessment will assess the theoretical and practical contents of the subject.

Continuous assessment: 50%. This component will include attendance, participation, completion of proposed activities, practical assignments, case studies and/or reports requested by the lecturer throughout the course.

In order to pass the subject, students must obtain a minimum mark of 4 out of 10 in each of the two assessment components: the written exam and the continuous assessment. The final mark will be calculated according to the weighting established above, provided that the minimum mark required in each component has been achieved.

Finally, the regulations, recommendations, protocols, and any other applicable provisions approved by the University of Huelva concerning the use of Artificial Intelligence shall apply.

8.2.3 Examinations Convocatory III

All assessment activities will be subject to the Assessment Regulations for the Undergraduate and Official Master's Degrees of the University of Huelva, Assessment Regulations for the Undergraduate and Official Master's Degrees of the University of Huelva (approved by the Governing Council of on 13 March 2019). The grading system used in the subject is in accordance with that established in article 5 of Royal Decree 1125/2003, of 5 September, which establishes the European system of credits and the grading system in official university degrees and of valid throughout the national territory. The results obtained by the student in each of the subjects of the syllabus will be graded according to the following numerical scale from 0 to 10, to one decimal place, to which may be added the corresponding qualitative grade: 0.0 to 4.9: Fail (SS); 5.0 to 6.9: Pass (AP); 7.0 to 8.9: Notable (NT); 9.0 to 10: Outstanding (SB).

The mention 'Matrícula de Honor' may be awarded to students who have obtained a grade equal to or higher than 9.0. Their number may not exceed 5% of the students enrolled in a subject in the corresponding academic year. In the event of a tie, the final project grade will be taken into account.

In the continuous assessment system, the weighting of the different assessment components in the final mark will be as follows:

-Written assessment: 50%. The written assessment will assess the theoretical and practical contents of the subject.

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Continuous assessment: 50%. This component will include attendance, participation, completion of proposed activities, practical assignments, case studies and/or reports requested by the lecturer throughout the course.

In order to pass the subject, students must obtain a minimum mark of 4 out of 10 in each of the two assessment components: the written exam and the continuous assessment. The final mark will be calculated according to the weighting established above, provided that the minimum mark required in each component has been achieved.

Finally, the regulations, recommendations, protocols, and any other applicable provisions approved by the University of Huelva concerning the use of Artificial Intelligence shall apply.

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8.2.4 Extraordinary Convocatory

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The mention 'Matrícula de Honor' may be awarded to students who have obtained a grade equal to or higher than 9.0. Their number may not exceed 5% of the students enrolled in a subject in the corresponding academic year. In the event of a tie, the final project grade will be taken into account.

In the continuous assessment system, the weighting of the different assessment components in the final mark will be as follows:

-Written assessment: 50%. The written assessment will assess the theoretical and practical contents of the subject.

Continuous assessment: 50%. This component will include attendance, participation, completion of proposed activities, practical assignments, case studies and/or reports requested by the lecturer throughout the course.

In order to pass the subject, students must obtain a minimum mark of 4 out of 10 in each of the two assessment components: the written exam and the continuous assessment. The final mark will be calculated according to the weighting established above, provided that the minimum mark required in each component has been achieved.

Finally, the regulations, recommendations, protocols, and any other applicable provisions approved by the University of Huelva concerning the use of Artificial Intelligence shall apply.

8.3 Single Final Evaluation:

As stipulated in article 8 of the Assessment Regulations for the Undergraduate and Official Master's Degrees of the University of Huelva, students may opt for a single final assessment system, expressly renouncing continuous assessment and without the possibility of changing system. The application must be made within the first two weeks of the course or within two weeks of enrolment (if enrolment has taken place after the start of the course), addressed to the course coordinator, and may be made by telematic means and must state that the coordinator has received the application.

The single final assessment will consist of an exam in which students must demonstrate that they have acquired the minimum knowledge required for the subject, together with the submission of four applied cases, one for each of the variables that make up the marketing mix: Product, Price, Distribution and Communication. These cases will be based on a company chosen by the student.

The exam will account for 60% of the final mark, while the presentation and resolution of the cases will account for 40%. In order for these two components to be added together, students must obtain a minimum mark of 4 out of 10 in each part: the exam and the cases.

The cases must be submitted on the day of the exam through the Moodle platform, in the space provided for this purpose.

All assessment activities will be subject to the Assessment Regulations for the Undergraduate and Official Master's Degrees of the University of Huelva, Assessment Regulations for the Undergraduate and Official

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Master's Degrees of the University of Huelva (approved by the Governing Council of on 13 March 2019). The grading system used in the subject is in accordance with that established in article 5 of Royal Decree 1125/2003, of 5 September, which establishes the European system of credits and the grading system in official university degrees and of valid throughout the national territory. The results obtained by the student in each of the subjects of the syllabus will be graded according to the following numerical scale from 0 to 10, to one decimal place, to which may be added the corresponding qualitative grade: 0.0 to 4.9: Fail (SS); 5.0 to 6.9: Pass (AP); 7.0 to 8.9: Notable (NT); 9.0 to 10: Outstanding (SB).

The mention 'Matrícula de Honor' may be awarded to students who have obtained a grade equal to or higher than 9.0. Their number may not exceed 5% of the students enrolled in a subject in the corresponding academic year. In the event of a tie, the final project grade will be taken into account.

Finally, the regulations, recommendations, protocols, and any other applicable provisions approved by the University of Huelva concerning the use of Artificial Intelligence shall apply.