



Universidad de Jaén

FACULTY OF SOCIAL AND LEGAL SCIENCES

Marketing 2: Product and Price

2024-2025

Grado en Estadística y empresa

GRADO

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Syllabus 2024-25 - 11712022 - Marketing 2: Product and Price (Márketing II: producto y precio)

Caption

- Level 1: Tutorial support sessions, materials and exams in this language
- Level 2: Tutorial support sessions, materials, exams and seminars in this language
- Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

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DEGREE:

Grado en Estadística y empresa

FACULTY:

FACULTY OF LAW AND SOCIAL SCIENCES

ACADEMIC YEAR:

2024-25

COURSE:

Marketing 2: Product and Price

SYLLABUS

1. COURSE BASIC INFORMATION

NAME: Marketing 2: Product and Price

CODE: 11712022

ACADEMIC YEAR: 2024-25

LANGUAGE: English

LEVEL: 2

ECTS CREDITS: 6.0

YEAR: 3

SEMESTER: SC

2. LECTURER BASIC INFORMATION

NAME: MARANO MARCOLINI, CARLA

DEPARTMENT: U136 - ORG. DE EMPRESAS, MÁRKETING Y SOCIOLOGÍA

FIELD OF STUDY: 095 - COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

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LANGUAGE: -

LEVEL: 2

3. CONTENT DESCRIPTION

ITEM 1. CONCEPT OF PRODUCT AND LIFE-CYCLE.

1.1. Product concept

1.2. Typology of products

1.3. Product life-cycle management

ITEM 2. MARKETING SERVICES.

2.1. Service concept.

2.2. Characteristics of services.

2.3. Offer service management.

2.4. Management of service quality perceived by the customer.

2.5. The marketing approach in services.

ITEM 3. ATTRIBUTES OF PRODUCT: BRAND, PACKAGING AND LABEL.

3.1. Decisions on intangible aspects: the brand.

- Definition and functions brand
- Value and branding
- Brand strategies
- Private label

3.2. Decisions on tangible aspects: the packaging and label.

- Concept and packaging functions

- Effect pack presentation
- Packaging change strategies
- Concept and functions of the label

ITEM 4. DECISIONS ON PRODUCT PORTFOLIO.

- 4.1. Basics in product portfolio
- 4.2. Analysis of product portfolio
- 4.3. Portfolio strategies
- 4.4. Modification and Disposal

ITEM 5. FACTORS AND APPROACHES FOR PRICING.

- 5.1. Important factors for pricing decisions
- 5.2. Approaches to pricing

ITEM 6. PRICING STRATEGIES.

- 6.1. Pricing according to the product lyfe-cicle
 - Prices of innovation for market introduction
 - Pricing for the growth stage
 - Pricing for the maturity stage
 - Pricing for the decline stage
- 6.2. Pricing strategies
 - Pricing strategies for product portfolio
 - Price adjustment strategies
 - Price changes
 - Pricing and state policies

*** PRACTICE: New product launch to the market.**

SDG 8, SDG 11, SDG 12

4. COURSE DESCRIPTION AND TEACHING METHODOLOGY

M-02 Presentation of theory and general examples

M-05 Practical activities

Students are expected to follow good academic practices. Any anomalous circumstance that occurs in the classroom authorizes the faculty to take the measures they deem appropriate, including expulsion from the classroom.

Students with special educational needs should contact the Student Attention Service (Servicio de Atención y Ayudas al Estudiante) in order to receive the appropriate academic support

5. ASSESSMENT METHODOLOGY

The written theoretical and practical exam will allow the teaching staff to assess learning outcomes R2 and R3.

The assignments, cases and practical exercises will allow the teaching staff to assess learning outcomes R2 and R3.

Given the importance of the ability to write reports and argumentative answers in the subject, the student must take care of both spelling and grammar in all the documents he/she submits to the teaching staff. The texts must be grammatically and orthographically corrected in order to facilitate their comprehension. If they are not understandable, they will not be evaluated. Spelling mistakes may lead to the student failing the course, depending on their seriousness.

The students of the University of Jaen have the inexcusable duty to accept as good academic practice that of abstaining from using or cooperating in fraudulent procedures in the evaluation tests, in the work that is carried out or in official University documents. In the assessment tests it is strictly forbidden to carry any type of device, notes and teaching material of the subject, except for those publicly authorised by the teaching staff in each assessment session, which will be communicated to the students sufficiently in advance of the test. The teaching staff shall be empowered to take the measures they deem appropriate

to reprimand and, where appropriate, expel from the test the student who commits fraud in the assessment, especially in the form of written tests. Fraudulent performance in any of the tests required in the assessment of any subject will result in a mark of 0 in the corresponding exam session and the student's file will request that he/she cannot take the subject in the remaining exam sessions of that year and during all the exam sessions of the following academic year.

At any time during the assessment test, the teaching staff may request the identification of the student, who must prove their identity by showing their student card, national identity card, passport or any other officially recognised identification. If the student does not identify him/herself properly, he/she may be expelled from the test, and it will be considered for all purposes as if he/she had not taken the test.

In order to pass the subject, the student must obtain, as a prerequisite, at least 50% of the mark for the written exam. Once this mark has been achieved, the marks for the rest of the qualifying activities may be added to make up the final mark.

In the extraordinary exam sessions, it will be guaranteed that students can pass the subject and, where appropriate, obtain the maximum mark, by correctly completing the assessment tests necessary to pass both the theoretical and practical content.

6. BOOKLIST [\(Access the bibliography in the Library catalog\)](#)

MAIN BOOKLIST:

- Marketing Management . Edition: 3rd. ed.. Author: Marshall, Greg W.. Publisher: McGraw Hill [\(Library\)](#)

7. SUSTAINABLE DEVELOPMENT GOALS

Trabajo decente y crecimiento económico

Industria, innovación e infraestructura

Reducción de las desigualdades

Ciudades y comunidades sostenibles

Producción y consumo responsables

DETAILED INFORMATION

In the development of the contents of the course, SDGs 8, 9, 10, 11 and 12 will be worked on through:

- Strategic examples and real cases, related to the theoretical contents taught.
- Practical methodologies for the generation and development of products that address needs and problems related to these SDGs.

8. VIRTUAL / CLASSROOM TEACHING SCENARIO

Teaching methodology and training activities			
Training activities	Format (face-to-face/online)	Teaching methodology	
M-02 Presentation of theory and general examples	On-site at 25-50%.	Development of 45 sessions of participatory master classes, of one hour duration each, held in the classroom and transmitted by videoconference to the rest of the group. Periodic rotation of students.	
M-05 Practical activities	On-site at 25-50%.	Development of 15 practical sessions, one hour long each, carried out in the classroom and transmitted by videoconference to the rest of the group. Periodic rotation of students.	
Evaluation system			
Evaluation test	Format (face-to-face/online synchronous or asynchronous)	Description	Percentage
Written, theoretical and practical exam	100% synchronous attendance	Mastery of the theoretical and practical concepts of the subject	50%

Practical works, cases and test	100% synchronous and asynchronous	Online and	Correct resolution of case studies, test and discussion of results	50%
Resources				
- Own technical means provided by the University of Jaen. - New means of communication with the student body are used, such as WhatsApp, Skype y GSuite.				

9. VIRTUAL TEACHING SCENARIO

Teaching methodology and training activities			
Training activities	Format (face-to-face/online)	Teaching methodology	
M-02 Presentation of theory and general examples	Non-presential	Replacement of the 45 sessions of participatory master classes with sessions conducted by videoconference (synchronous) and explanatory videos (asynchronous).	
M-05 Practical activities	Non-presential	Replacement of the 15 practical sessions by asynchronous online training activities.	
Evaluation system			
Evaluation test	Format (face-to-face/online synchronous or asynchronous)	Description	Percentage
Written, theoretical and practical exam	100% Online synchronous	Mastery of the theoretical and practical concepts of the subject	50%
Practical works, cases and test	100% Online and asynchronous	Correct resolution of case studies, test and discussion of results	50%
Resources			
- Own technical means provided by the University of Jaen. - New means of communication with the student body are used, such as WhatsApp, Skype y GSuite.			

DATA PROTECTION CLAUSE (on line exams)

Institution in charge of data processing: Universidad de Jaén, Campus Las Lagunillas, s/n, 23071 Jaén

Data Protection Delegate: dpo@ujaen.es

Purpose: In accordance with the Universities Law and other national and regional regulations in force, carrying out exams and assessment tests corresponding to the courses students are registered in. In order to avoid frauds while sitting the exam, the exam will be answered using a videoconference system, being able the academic staff of the University of Jaén to compare and contrast the image of the person who is answering the exam with the student's photographic files. Likewise, in order to provide the exam with evidential content for revisions or claims, in accordance with current regulation frameworks, the exam will be recorded and stored.

Legitimacy: compliance with legal obligations (Universities Law) and other national and regional regulations currently in force.

Addressees: service providers who are the owners of the platforms where the exams are carried out and with whom the University of Jaén has signed the corresponding data access contracts.

Storage periods: those established in current in force regulations. In the specific case of exam videoconference recordings, not before the examination records and transcripts are closed or the exam can still be reviewed or challenged.

Rights: you can exercise your right of access, amendment, cancellation, opposition, suppression, limitation and portability by sending a letter to the postal or electronic address indicated above. In the event that you consider that your rights have been violated, you may submit a complaint to the Andalusian Council for Transparency and Data Protection www.ctpdandalucia.es

CLASS RECORDING CLAUSE PERSONAL DATA PROTECTION

Person in charge: Universidad de Jaén, Paraje Las Lagunillas, s/n; Tel.953 212121; www.ujaen.es

Data protection delegate (DPO): TELEFÓNICA, S.A.U. ; Email: dpo@ujaen.es

Procedure aim: To manage proper recordings of teaching sessions with the aim of facilitating learning process under a multimodal and/or online teaching

Period for record storage: Images will be kept during legal term according to regulations in force

Legitimacy: Data will be managed according to legal regulations (Organic Law 6/2001, December 21, on Universities) and given consent provided by selecting corresponding box in legal admission documents

Data recipients (transfers or assignments): Any person allowed to get access to every teaching modality

Rights: You may exercise your rights of access, rectification, cancellation, portability, limitation of processing, deletion or, where appropriate, opposition. To exercise these rights, you must submit a written request to the Information, Registration and Electronic Administration Service of the University of Jaen at the address above, or by e-mail to the address above. You must specify which of these rights you are requesting to be satisfied and, at the same time, you must attach a photocopy of your ID card or equivalent identification document. In case you act through a representative, legal or voluntary, you must also provide a document that proves this representation and identification. Likewise, if you consider that your right to personal data protection has been violated, you may file a complaint with the Andalusian Data Protection and Transparency Council www.ctpdandalucia.es

Campus Las Lagunillas s/n | 23071 - Jaén

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