

## 27503 - Principles of Marketing

### Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	449 - Degree in Finance and Accounting
ECTS	6.0
Year	1
Semester	First semester
Subject Type	Basic Education
Module	---

### **1.General information**

#### **1.1.Introduction**

#### **1.2.Recommendations to take this course**

#### **1.3.Context and importance of this course in the degree**

#### **1.4.Activities and key dates**

### **2.Learning goals**

#### **2.1.Learning goals**

#### **2.2.Importance of learning goals**

### **3.Aims of the course and competences**

#### **3.1.Aims of the course**

#### **3.2.Competences**

### **4.Assessment (1st and 2nd call)**

#### **4.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **5.Methodology, learning tasks, syllabus and resources**

#### **5.1.Methodological overview**

The learning process designed for this course is based on a combination of theoretical lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers.

#### **5.2.Learning tasks**

- &shy;Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the

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comprehension and application of these concepts.

- &shy;Troubleshooting and presentation of real problems and cases, elaboration and presentation of projects, discussion of current and emerging topics, essays and interactive activities. All these activities will be carried out both inside and outside the classroom, individually or in groups.
- &shy;Tutorials and/or seminars: the professors will supervise the projects carried out by the students, clarify their doubts about the theoretical and/or practical contents of the subject, and propose specific tasks in which the theoretical concepts will be put into practice.
- &shy;Independent work: this includes the study of the theoretical and practical contents, the resolution of practical exercises, the development of individual and/or in-group activities, the search for and analysis of information, among others.
- &shy;Evaluation activities.

### **5.3.Syllabus**

#### **UNIT 1. - ESSENTIALS OF MARKETING**

1.1.- What is marketing?

1.2.- Marketing responsibilities and basic marketing concepts

1.3.- Strategic marketing orientations

1.4.- New marketing trends

#### **UNIT 2 - ESSENTIALS OF CONSUMER BEHAVIOUR**

2.1.- The concept and relevance of consumer behaviour

2.2.- Drivers of consumer buying behaviour

2.3.- The consumer decision-making process

2.4.- Marketing segmentation and positioning

#### **UNIT 3 - PRODUCT DECISIONS**

3.1.- Concept and classifications

3.2.- Product decisions

3.3.- Product portfolio management

3.4.- New product development

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3.5.- Product life cycle

### **UNIT 4 - PRICING DECISIONS**

4.1.- The concept and relevance of price

4.2.- Price as a marketing tool

4.3.- Pricing methods

4.4.- Pricing strategies

### **UNIT 5 - PLACE DECISIONS**

5.1.- Retailing: concept

5.2.- Types and functions of channel members

5.3.- Retailing strategies

5.4.- Merchandising

### **UNIT 6 - MARKETING COMMUNICATIONS DECISIONS**

6.1.- The concept of marketing communications

6.2.- Marketing communications mix

### **5.4.Course planning and calendar**

### **5.5.Bibliography and recommended resources**

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- [BB] Fundamentos de marketing / Miguel Santasmases Mestre...[et al.] . Madrid : Pirámide, [2011]
- [BB] Introducción al marketing / Gary Armstrong ... [et al.] . - 3ª ed. Madrid : Pearson Education, D.L. 2011
- [BB] Kotler, Philip. Dirección de marketing / Philip Kotler, Kevin Lane Keller ; traducción, Leticia Esther Pineda Ayala, Lourdes Amador Araujo ; revisión técnica, Javier Cervantes González . 15ª ed. México : Pearson Educación, 2016
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- [BC] Lambin, Jean-Jacques. Marketing estratégico / Jean Jacques Lambin ; [traducción Mark Cedillo ; revisión técnica Jaime Rivera] Pozuelo de Alarcón (Madrid) : Esic, 2003
- [BC] Santesmases Mestre, Miguel : Marketing : conceptos y estrategias / Miguel Santesmases Mestre . - 6ª ed. Madrid : Pirámide, 2012