

## 27303 - Principles of Marketing

### Syllabus Information

**Academic Year:** 2020/21

**Subject:** 27303 - Principles of Marketing

**Faculty / School:** 109 - Facultad de Economía y Empresa

228 - Facultad de Empresa y Gestión Pública

301 - Facultad de Ciencias Sociales y Humanas

**Degree:** 454 - Degree in Business Administration and Management

448 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

**ECTS:** 6.0

**Year:** 1

**Semester:** 448 - First semester

454 - First semester

458 - First semester

**Subject Type:** Basic Education

**Module:** ---

## 1.General information

### 1.1.Aims of the course

The aim of this subject is to introduce and habituate the students to the basic concepts, instruments and decisions related to marketing. To do this, the commercial activities of the company will be analysed, stressing the marketing tools that favour the efficacy and efficiency of these commercial activities.

In addition, the subject aims to contribute to the achievement of the Sustainable Development Goals (SDG) established by the United Nations' 2030 Agenda for Sustainable Development, specifically those related to the promotion of sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all (SDG8), and to ensure sustainable consumption and production patterns (SDG12).

### 1.2.Context and importance of this course in the degree

Principles of Marketing aims at providing the students with the fundamental knowledge and concepts of the marketing discipline, which subsequently will be developed in depth in the specific subjects within this area.

### 1.3.Recommendations to take this course

The subject Principles of Marketing is available on the Anillo Digital Docente (ADD) of the Universidad de Zaragoza <https://moodle2.unizar.es/add/>. This platform contains the materials and information about the contents of the course. The students can get the access keys and passwords for the ADD from the Secretary of the Faculty.

The subject is of an introductory nature directed at establishing the fundamentals of marketing; therefore, there are no prerequisites for taking this course. Students are strongly recommended to attend the lectures, to carry out the continuous work and to study on a regular basis, to make the most of the classes.

## 2.Learning goals

### 2.1.Competences

#### Specific competences:

- Knowing the operations of all the functional areas of any company or organisation and having the skills to perform any task within these areas.
- Issuing reports about specific market situations, industries, organisations, companies and their functional areas.

#### Transversal competences:

- Problem-solving capability.
- Ability to analyse and synthesise.
- Decision-making capability.

- Communication skills, both oral and written, stressing their ability to reason.
- Ability to work in groups.
- Ability to put theoretical concepts into practice.

## 2.2.Learning goals

The student, in order to pass this subject, must demonstrate the following results...

1. Understand and explain the concept of marketing, its scope, functions and importance within organisations.
2. Identify, differentiate and assess strategic marketing orientations, as well as new trends in marketing.
3. Describe the buyer's decision-making process and analyse the influence of various factors that affect the consumer's buying behaviour.
4. Identify, analyse and assess the main decisions of the company regarding the marketing-mix instruments: product, price, place and promotion.
5. Carry out, individually or in groups, activities and projects related to the contents of the subject. The students are required to implement a correct planning of these activities and projects in order to attain their goals and to optimise time resources.
6. Communicate, both oral and written, knowledge, ideas and outcomes of the activities and projects carried out.

**All the aforementioned will be carried out according to the proper ethics and professionalism standards, as well as on the base on respect and democratic values.**

## 2.3.Importance of learning goals

These days, both profit and non-profit organisations need to be oriented towards their customers, to be aware of their needs and desires, in order to succeed in the market. In addition, following a marketing perspective, companies must design a marketing-mix plan taking into account all the factors that are under their control: product, price, place and promotion.

## 3.Assessment (1st and 2nd call)

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

The students must show that they have achieved the expected learning results through the following evaluation activities

The assessment of the subject for the **two official sittings** will be based on a **GLOBAL evaluation** system. This system consists of **two parts** through which the student must prove that he or she has achieved the expected learning results:

**PART 1) Final written test (A)** which will be scheduled according to the official calendar. The test will consist of theoretical, practical and a mix of theory and practice questions about the contents addressed in the syllabus of the subject. The test will include short questions (with theoretical content, practical content, or a mix of theory and practice), problem-solving tasks and/or exercises. To pass the subject, the student is required to obtain a minimum of 1.5 points out of 4 in this part. If the student does not obtain that minimum, the final mark obtained by the student will be the equivalent of the final written test score (A) over 10 points.

**PART 2)** will make up 60% of the global mark (6 points). The student can choose one of the following options:

- **Final written test (B)** which will be scheduled according to the official calendar. The test will consist of theoretical, practical and a mix of theory and practice questions about the contents addressed in the syllabus of the subject. The test will make up 60% of the global mark (6 points). In this case, the final mark of the student will be the sum of the marks obtained in the two final written tests, (part A) and (part B).
- **The student will develop a project** during the semester. This project will consist of a dossier where the most important theoretical concepts of each unit will be put into practice to a real case chosen by the student, as well as the resolution of problem-solving activities and exercises. The practical sessions will be used to guide the students in the development of the dossier and the problem-solving activities and exercises. The last two weeks of the semester will be devoted to the students' oral presentation and discussion of the main results of their work (dossier). These practical activities will make up 60% (6 points) of the global mark. These activities will be carried either individually or in groups. In order for this mark to be considered in the assessment, the student has to pass an individual course related to the use of information sources ("Competencia Digital Básica: aprende a informarte, a crear y a comunicarte digitalmente (nivel básico)"). This course will be taught during the semester by the UZ Library service.

This work will allow the student to be excused from the final written test (B). In this case, the global mark will be the sum of the mark obtained in the final written test (part A) and the mark obtained in the practical work.

However, if the student decides to do the final written test (part B), it will be considered that s/he is renouncing the mark obtained in the practical work.

All the assessment activities are planned to be in person; however, the sanitary circumstances may provoke that some or all the activities will be carried out in a blended way or purely online. In the event of an online exam, it is important to stress that, as in any assessment activity, the students may be recorded, and that they can exercise their rights indicated in the following

procedure: [https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia\\_reducida.pdf](https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf)

Anti-plagiarism software will be used to check the originality of all the activities developed by the students. If plagiarism is detected, the mark of this activity will be 0.

### Assessment criteria:

The written tests will include: theoretical questions in which knowledge of the basic concepts will be evaluated; a mix of theory and practice questions in which the student's ability to put the theoretical knowledge into practice will be evaluated. The tests may consist of both open-ended and close-ended questions and will require the student's knowledge of the contents and a mastery of the competences of the subject.

Furthermore, the degree of accuracy in the answers will be taken into consideration in both the written tests and the practical work. The absence of formal errors and the clarity and the structure of the presentation of the results will also be taken into account.

## 4.Methodology, learning tasks, syllabus and resources

### 4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. It is based on the combination of theory sessions, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers.

### 4.2.Learning tasks

This course is organized as follows:

- **Theory sessions** (30 hours). Participatory theory sessions which will introduce the theoretical concepts along with real examples that ease the comprehension and application of these concepts.
- **Practice sessions and problem solving** (25 hours). 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.
- **Tutorials and/or seminars** (5 hours). 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.
- **Autonomous work** (87.5 hours). 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.
- **Assessment** (2.5 hours).

The teaching methodology is expected to pivot around face-to-face classes. However, if necessary for health reasons, face-to-face classes may be taught semi-face-to-face or online.

### 4.3.Syllabus

This course will address the following Topics:

- **Topic 1. Essentials of marketing**
  - 1.1. Introduction. What is marketing and what it is not?
  - 1.2. Marketing responsibilities and basic marketing concepts
  - 1.3. Strategic marketing orientations
  - 1.4. Market orientation and new marketing trends
- **Topic 2. Essentials of buyer behaviour**
  - 2.1. The concept and relevance of the consumer's behaviour
  - 2.2. Drivers of the consumer's buying behaviour
  - 2.3. The consumer's buying decision process
  - 2.4. The rights and social movements of consumers
- **Topic 3. Product**
  - 3.1. What is a product from the marketing perspective? Concept and classifications
  - 3.2. Product portfolio management
  - 3.3. Product development
  - 3.4. Product life cycle
- **Topic 4. Price**
  - 4.1. The concept and relevance of price
  - 4.2. Price as a marketing tool

- 4.3. Pricing techniques
- 4.4. Pricing strategies
- **Topic 5. Place**
  - 5.1. Retailing: concept and functions
  - 5.2. Types and functions of channel members
  - 5.3. Retailing strategies
  - 5.4. Franchising
  - 5.5. In-store marketing
- **Topic 6. Promotion and marketing communications**
  - 6.1. The concept of promotion and marketing communications
  - 6.2. Marketing communications' tools
  - 6.3. The marketing communications' process
  - 6.4. The effective communication process

#### **4.4.Course planning and calendar**

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>, Huesca: <http://fegp.unizar.es/>, Teruel: <http://fcsch.unizar.es/>).

#### **4.5.Bibliography and recommended resources**