

27503 - Principles of Marketing

Syllabus Information

Academic Year: 2020/21

Subject: 27503 - Principles of Marketing

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.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. The learning process is based on a combination of lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers, tutorials, autonomous work and assessment tasks.

Students are expected to participate actively in classes throughout all the semester.

Further information regarding the course will be provided on the first day of class.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures. Introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.
- Practice sessions. Case studies, 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. 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. It 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 activities.

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

4.3.Syllabus

The course will address the following topics:

- TOPIC 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
- TOPIC 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
- TOPIC 3 - PRODUCT DECISIONS
 - 3.1.- Concept and classifications
 - 3.2.- Product decisions
 - 3.3.- Product portfolio management
 - 3.4.- New product development
 - 3.5.- Product life cycle
- TOPIC 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
- TOPIC 5 - PLACE DECISIONS
 - 5.1.- Retailing: concept
 - 5.2.- Types and functions of channel members
 - 5.3.- Retailing strategies
 - 5.4.- Merchandising
- TOPIC 6 - MARKETING COMMUNICATIONS DECISIONS
 - 6.1.- The concept of marketing communications
 - 6.2.- Marketing communications mix

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 Faculty of Economics and Business website (<https://econz.unizar.es/>)

4.5.Bibliography and recommended resources