

Academic Year/course: 2021/22

## 27409 - Principles of Marketing

### Syllabus Information

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**Academic Year:** 2021/22

**Subject:** 27409 - Fundamentos de márketing

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

**Degree:** 417 - Degree in Economics

**ECTS:** 6.0

**Year:** 1

**Semester:** Second semester

**Subject Type:** Basic Education

**Module:**

### 1. General information

### 2. Learning goals

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

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

#### 4.1. Methodological overview

**Theoretical lectures.** They will consist of the presentation of master classes by the teacher, with the main objective of transmitting the notions of the subject in a clear, synthetic and pleasant way. In order to encourage the interest and participation of the students as well as to improve their ability to retain the notions exposed, audiovisual materials will be used. Thus, advertisements are displayed in which the concepts analysed in the course are highlighted. In addition, numerous current examples of marketing strategies developed by companies are shown and commented upon. These materials are intended to exemplify the theory explained with the reality of organizations, thus emphasizing the practical usefulness of the knowledge transmitted. It is expected that the master class will be participatory, and that doubts will be resolved and, sometimes, debates will be established.

In order to speed up the classes, part of the material will be previously provided to the students through the Moodle platform. It is important to emphasize that this theoretical material is a SCHEME of the main contents of the subject.

**Practical classes.** In which it is necessary the participation and the work of the student to solve problems, practical cases, discussion of current topics, commentary of readings and interactive activities. These activities can be done individually or in groups.

In addition, other interactive tools are used, such as Kahoot, to achieve the participation of all students. This allows both the student and the teacher to have a vision of the degree of understanding of the concepts seen in the theoretical part of the subject.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line or in a blended way.

#### 4.2. Learning tasks

**The programme offered to the students to help them achieve the learning results includes the following activities...**

Theoretical-practical exercises that allow the student to relate the theoretical concepts to the activities developed by the organizations in their activity in the markets

Analysis and commentary of texts focused on strategies developed by companies

Visualization of videos focused on certain aspects of the organizations' marketing strategies as well as advertisements that exemplify aspects analyzed in theory

Resolution of mathematical exercises related to market segmentation

Oral presentation of some of the activities developed by the students with the aim of developing transversal skills

Tutorial activities and/or seminars: students may supervise the work done by the students, clarify doubts about the theoretical and practical contents of the subject and/or carry out specific practices applied to the theoretical contents.

Autonomous work: it includes activities of study of the theoretical and practical contents, resolution of the practical activities, realization of individual and/or group works, search and analysis of information, among others.

Evaluation activities.

### 4.3. Syllabus

#### Lesson 1. Marketing Basics

- Introduction. What is Marketing?
- Marketing responsibilities and basic marketing concepts.
- Strategic marketing orientations
- New marketing trends
  - Social marketing*
  - Relationship marketing*
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#### Lesson 2. Marketing environment

- *Introduction*
- *Macroenvironment*
- *Microenvironment*
- *Environmental monitoring*

#### Lesson 3. Market and Demand

- *Introduction*
- *Market concept*
- *Classification of markets. Characteristics*
  - *Consumer markets*
  - *Organizational markets*
  - *Demand: Concepts*
    - *Dimensions*
    - *Determinants*

#### *Demand Forecasting*

#### Lesson 4. Market Segmentation

- *Introduction*
- *Market segmentation: definition, utility, requirements)*
- *Definition of target audience*
  - Design business strategy*
  - Types of strategies (undifferentiated, differentiated, concentrated*
  - Use of commercial instruments*
- *Segmentation methods*

#### TEMA 5. Consumer behaviour

- *Introduction. The concept and relevance of consumer behaviour*
- *External drivers of consumer buying behaviour*
- *Internal drivers of consumer buying behaviour*
- *The consumer decision-making process*
- *Types of purchasing behavior*

### 4.4. Course planning and calendar

It is reported through the ADD.

	Tipo Actividad
1 Week	Presentation

<b>2 Week</b>	Lesson 1 y introductory practices
<b>3 Week</b>	Teaching L.1 y Practices L.1
<b>4 Week</b>	Teaching L.1 y Practices L.1
<b>5 Week</b>	Teaching L.2 y Practices L.2
<b>6 Week</b>	Teaching L.2 y Practices L.2
<b>7 Week</b>	Teaching L.2 y Practices L.2
<b>8 Week</b>	Teaching L.3 y Practices L.3
<b>9 Week</b>	Teaching L.3 y Practices L.3
<b>10 Week</b>	Teaching L.3 y Practices L.3
<b>11 Week</b>	Teaching L.4 y Practices L.4
<b>12 Week</b>	Teaching L.4 y Practices L.4
<b>13 Week</b>	Teaching L.4 y Practices L.4
<b>14 Week</b>	Teaching L.5 y Practices L.5
<b>15 Week</b>	Teaching L.5 y Practices L.5
<b>Exam</b>	Exam