

27303 - Principles of Marketing

Syllabus Information

Academic year: 2023/24

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: 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

ECTS: 6.0

Year: 1

Semester: First semester

Subject type: Basic Education

Module:

1. General information

The main aim of this subject is to introduce the students to the basic concepts, instruments and decisions related to marketing. To do this, the main marketing tools of the company will be analysed together with their efficacy and efficiency.

This subject aims at providing the students with the fundamental concepts of the marketing discipline, useful for subsequent courses in the degree.

There are no prerequisites for taking this course. Students are recommended to attend the lectures and make the most of the classes.

The subject aims at contributing to the achievement of the Sustainable Development Goals (SDG) established by the United Nations' 2030 Agenda for Sustainable Development (<https://www.un.org/sustainabledevelopment/es/>), specifically to ensure sustainable consumption and production (SDG12).

2. Learning results

To succeed in the market, both profit and non-profit organisations need to be oriented towards their customers, and be aware of their needs and desires. Additionally, 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.

The student, 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 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 professional standards, as well as on the base of respect and democratic values.

3. Syllabus

TOPIC 1. – ESSENTIALS OF MARKETING

TOPIC 2. – ESSENTIALS OF BUYER BEHAVIOR

TOPIC 3. - PRODUCT

TOPIC 4. - PRICE

TOPIC 5. - PLACE

TOPIC 6. – PROMOTION AND MARKETING COMMUNICATIONS

4. Academic activities

This course is organized as follows:

1. Participatory theory sessions (30 hours).
- 2.-Practice sessions, problem-solving and practical cases (25 hours).
- 3.-Tutorials and/or seminars (5 hours).
- 4.- Student autonomous work (87.5 hours), both individually and in groups.
- 5.-Assessment activities (2.5 hours), out of the usual class timetable.

The teaching methodology and assessment are expected to take place face-to-face. However, they may be online if the circumstances require it.

5. Assessment system

Global assessment:

The assessment of the subject for the two official sittings will be based on a GLOBAL evaluation system. This system consists of two parts:

PART 1) Final written test (A) which will be scheduled according to the official calendar. The maximum mark of this test is 4. Students are required to obtain a minimum of 1.5 points out of 4 in this part to pass the subject.

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

- Final written test (B), scheduled according to the official calendar. In this case, the final mark will be the sum of the marks obtained in A and B.
 - Practical activities (C) carried out during the semester individually or in groups. This will consist of a dossier where the most important theoretical concepts of each unit will be put into practice to a real case (company, good/service) chosen by the student, as well as the resolution of problem-solving activities and exercises. The students will present and discuss their dossiers at the end of the semester. To opt for this system, the students have to pass the course "Competencia Digital Básica", taught by the UZ Library service. In this case, the final mark will be the sum of the marks obtained in A and C.
- 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 C.

Assessment criteria:

The written tests A and B will include theoretical, practice and a mix of theory and practice questions. The tests may consist of both open-ended and close-ended questions and will evaluate the student's knowledge of the contents of the subject and their ability to put them into practice.

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