

27409 - Principles of Marketing

Syllabus Information

Academic year: 2023/24

Subject: 27409 - Principles of Marketing

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

Its objective is to transmit to students the importance of marketing, both for organizations and for society in general, offering an introductory vision of its most relevant aspects. Understanding markets from the marketing perspective is essential for organizations to survive in today's environment.

These approaches and goals are aligned with the SDGs of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>). Specifically, the activities foreseen in the subject will contribute fundamentally to the achievement of Goal 4 Quality Education, especially Objective 4.4 (increase the number of people with the necessary skills to access employment, decent work and entrepreneurship) and 4.7 (ensure that students acquire the necessary knowledge to promote sustainable development, through education for sustainable development and sustainable lifestyles, human rights, gender equality, ...).

2. Learning results

- BE able to define the most important concepts on which marketing is based.
- Be able to identify the different market orientations of real companies, demonstrating knowledge of the concept of marketing.
- Be able to analyse the marketing environment and identify the aspects that influence the business environment by applying them to real cases as worked on in the sessions.
- Be able to solve problems and exercises on market segmentation.
- Be able to derive business conclusions from real situations identifying those related to marketing.
- Be able to solve specific cases in which the main aspects of the subject matter covered in class will be applied and to communicate to peers, in a critical, related and clear way, the main results and conclusions obtained.

3. Syllabus

UNIT 1. Marketing basics

Introduction: What is marketing?

Marketing functions in the organization. Basic concepts

Marketing orientation of organizations

New trends in market orientation

UNIT 2.-Marketing Environment

Introduction to the organization's environment

Marketing macroenvironment

Marketing microenvironment

Macro-environment monitoring

UNIT 3.-Market and demand

Introduction

Market concept

Demand-driven markets

Dimensions and main concepts of demand

UNIT 4.-Market Segmentation

Introduction

Market segmentation

Target audience definition
Application of segmentation to the design of the commercial strategy
Types of strategies
Use of commercial instruments
Segmentation methods

UNIT 5.-Consumer behaviour

Introduction
Types of purchasing behaviour
Purchase decision process
External and internal factors influencing CB

4. Academic activities

Lectures: 30 hours

Practical classes: 30 hours

Various activities (personal study, evaluation tests, etc): 90 hours

The activities will be face-to-face except in exceptional circumstances. Among them, the following may be developed:
Theoretical and practical exercises

Text analysis and commentary

Viewing and commenting on audiovisual materials

Solving mathematical exercises

Oral presentations

Tutorial activities and/or seminars

Autonomous work.

Assessment activities:

5. Assessment system

The evaluation of the subject will be carried out, in the **two official calls**, through a **GLOBAL** evaluation system. This system consists of **two** parts:

PART I: Short developmental and/or multiple-choice questions on the theoretical and theoretical-practical aspects addressed in the program of the subject. It represents **60%** of the total grade (**6 points**).

PART II: It includes any of the exercises performed in the practical classes of the subject. Therefore, they can be: numerical exercises, theoretical-practical or questions related to readings, news or any other activity carried out in class during the semester. It represents **40%** of the total grade (**4 points**).

Demand criteria

- In order to pass the subject, the sum of the grades of all the activities must be equal to or higher than 5. It is mandatory to obtain a **minimum of 2 points** in **PART I** of the final test in order for it to be **added to** the grade obtained in **PART II. Students who do not reach the minimum grade in PART I will receive a failing grade.**
- The acquisition of knowledge and the learning of key concepts of the subject will be evaluated, as well as the reasoning, argumentation and contribution of ideas, conclusions or solutions to the exercises or cases proposed will be evaluated.
- The necessary software will be used to check the originality of the activities carried out. The detection of plagiarism in an activity will result in a grade of 0 points for that activity.