

## 27503 - Principles of Marketing

### Syllabus Information

**Academic year:** 2023/24

**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

The main goal of this subject is for the student to learn the basic concepts, instruments and decisions of marketing. To this end, the commercial activity of the company will be analyzed, with special emphasis on the commercial tools that make it possible for this activity to be carried out with the greatest effectiveness and efficiency.

These approaches and goals are aligned with the Sustainable Development Goals (SDGs) of the United Nations Agenda 2030 (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of goal 4: Quality education, and more specifically, goal 4.4: By 2030, the number of young people and adults who have the necessary skills, particularly technical and professional skills, to access employment, decent work and entrepreneurship will increase significantly.

### 2. Learning results

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

1. Define what marketing is and what is its scope, function and importance in organizations.
2. Identify, differentiate and evaluate marketing management orientations and new trends.
3. Describe the purchasing decision process and analyze the influence of various factors on the purchasing behavior of the final consumer.
4. Identify, analyze and evaluate the main decisions made by companies regarding the marketing instruments mix: product, price, distribution and communication.
5. Develop, individually and/or in teams, activities and works related to the contents of the subject and plan them to best achieve the objectives set and optimize time.
6. Communicate, orally and in writing, knowledge, ideas and results of activities and work performed.

All of the above will be carried out in accordance with the values of ethics and good professional practices, as well as the values of democracy and respect.

### 3. Syllabus

Unit 1. - Introduction to marketing

Unit 2. - Introduction to consumer behavior

Unit 3. - Product decisions

Unit 4. - Pricing decisions

Unit 5.- Distribution decisions

Unit 6. - Decisions on communication

### 4. Academic activities

- Lectures: will provide theoretical knowledge and practical examples to facilitate the understanding and application of the concepts.
- Resolution and presentation of problems and case studies, elaboration and presentation of papers, discussion of news, readings and interactive activities. Individually and/or in groups.
- Tutorial activities and/or seminars: doubts about the contents of the subject will be clarified and/or specific practices will be carried out.
- Personal study: of the theoretical and practical contents, resolution of the practical activities, individual and/or group work, etc.
- Assessment tests.

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if

circumstances so require, they may be carried out online.

## 5. Assessment system

The subject will be evaluated by means of a global evaluation in the first and second call.

### **Global Assessment**

It will consist of two parts:

1) Written test: on the theoretical, practical and theoretical-practical contents developed in the program of the subject.

It will contain short questions, application exercises, problems and/or multiple choice questions. Grading. 8 points (minimum score 3.2 points).

It will take place on the date specified in the center's examination calendar.

Assessment criteria: adequacy of the answers to the theoretical and practical contents; accuracy and clarity of exposition in the answers; accuracy in the use of terminology; spelling and grammar.

2) Test of multiple choice questions: related to the theoretical and practical contents developed in the program of the subject. Grading. 2 points.

It will take place on: a) the dates indicated in the timetable of the subject, or b) on the date specified in the center's calendar of exams.

Assessment criteria: correct resolution of the questions.

In order to pass the subject it is necessary to obtain the minimum grade required in the written test and that the sum of both parts is equal or higher than 5 points. If the grade obtained in the written test is lower than 3.2 points, the grade in the minutes will be the grade of the written test.