

## 39812 - Principles of Marketing

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 39812 - Principles of Marketing

**Faculty / School:** 326 - Escuela Universitaria Politécnica de Teruel

**Degree:** 634 - Joint Programme in Computer Engineering - Business Administration

**ECTS:** 6.0

**Year:** 2

**Semester:** First semester

**Subject type:** Basic Education

**Module:**

### 1. General information

The main objective of this subject is for students to learn the basic concepts, instruments and marketing decisions. To this end, they will study the main commercial tools of the companies, as well as their effectiveness and efficiency in their commercial activity.

This course aims to provide students with the elementary knowledge of the marketing discipline necessary in later subjects throughout the degree.

There are no prerequisites for this subject, although attendance and active participation are recommended.

These approaches and objectives are aligned with the Sustainable Development Goals (SDGs) of the 2030 Agenda of the United Nations (<https://www.un.org/sustainabledevelopment/es/>), specifically, the activities planned in the subject will contribute to the achievement of goal 12 on responsible consumption and production.

### 2. Learning results

To be successful in today's markets, organizations, both for-profit and not-for-profit, must be customer-oriented, know their needs and wants. Also, guided by their marketing strategies, they must design a marketing mix composed of the factors under their control: product, price, distribution and communication.

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

1. Explain 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 final consumer's purchasing behavior.
4. Identify, analyze and evaluate the main decisions made by companies with respect to the instruments of the marketing mix: product, price, distribution and communication.
5. Solve and develop individually and/or in teams, activities and works related to the contents of the subject and plan them to better achieve the objectives set and optimize time.
6. Communicate rigorously (e.g.), orally and in writing, knowledge, ideas and results of activities and work done,

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

TOPIC 1. - INTRODUCTION TO MARKETING

TOPIC 2. - INTRODUCTION TO CONSUMER BUYING BEHAVIOR

TOPIC 3. - PRODUCT DECISIONS

TOPIC 4. - PRICING DECISIONS

TOPIC 5. - DISTRIBUTION DECISIONS

TOPIC 6. - COMMUNICATION DECISIONS

## 4. Academic activities

The program offered to students includes the following activities:

1. **Participative lectures / theory classes (30 hours).**
2. **Practical classes or problem solving and presentation of problems and case studies (25 hours).**
3. **Tutorial activities and/or seminars (5 hours).**
4. **Personal study/student's autonomous work (87, 5 hours),** both individually and in groups.
5. **Assessment activities (2.5 hours),** outside of regular class time.

The teaching methodology and its assessment is based on face-to-face classes. However, if the circumstances require it, it may be done online.

## 5. Assessment system

### Global assessment:

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

**PART 1) Final written test (A)** to be taken on the official dates established by the Center. You will have a total score of 4 points. In this part, students must obtain a minimum of 1.5 points out of 4 to pass the subject.

**PART 2)** It will have a total grade of 6 points. It is possible to choose between two assessment systems:

**Final written test (B)** to be taken on the official dates established by the Center. In this case, the final grade will be the sum of the grades obtained in A and B.

**Completion of practical work(C)** throughout the semester, carried out individually or in teams. It will consist of the delivery of a dossier containing the application of theoretical concepts to a real case (company, product/service) and the resolution of practical cases and exercises. Students should present and discuss the main results of the dossier at the end of the semester. In order to be eligible for this system, it will be a mandatory requirement to take the subject "Basic Digital Competence " given by the UZ Library. In this case, the final grade will be the sum of A and C.

If the student decides to take the final written test B, the grade obtained in C will be waived.

### Assessment criteria:

The written tests A and B will include theoretical, theoretical-practical and practical questions, both multiple-choice and open-ended, which will assess the knowledge acquired by students and their ability to put it into practice.

Both in the written tests and in the practical work, the degree of correctness of the answers to the questions posed, the absence of formal errors and the clarity and order in the presentation of the results will be taken into account.