

## 61752 - Theoretical foundations of Marketing

### Syllabus Information

**Academic year:** 2023/24

**Subject:** 61752 - Theoretical foundations of Marketing

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

**Degree:** 555 - Master's in Management, Strategy and Marketing

**ECTS:** 6.0

**Year:** 1

**Semester:** First semester

**Subject type:** Compulsory

**Module:**

### 1. General information

The objective is to transmit knowledge and competencies, as well as to promote the development of skills related to the student's ability to acquire knowledge about marketing and its lines of research, with emphasis on the emerging ones; to know how to manage what has been learned in order to contribute to scientific knowledge. Students must have a basic knowledge of business management and marketing and a sufficient level of English.

The subject supports the achievement of the 2030 Sustainable Development Goals, specifically those related to gender equality and empowering women and girls (SDG5), promoting inclusive and sustainable economic growth, employment and decent work for all (SDG8) and ensuring sustainable consumption and production patterns (SDG12).

### 2. Learning results

Upon completion of the subject, the student will be able to:

- Know the evolution of the main research trends in the marketing discipline
- Know the research methods used in marketing
- Explain the main research trends in marketing
- Communicate orally and in writing the results of the activities, readings and work done.

### 3. Syllabus

1. The Marketing discipline. Evolution and lines of research.
2. Dissemination of knowledge and lines of research in the area.
  - 2.1- The marketing approach to productivity
  - 2.2- Consumer responses to new technologies
  - 2.3- Consumer responses to the media

### 4. Academic activities

The program offered to the student to help them achieve the expected results includes the following activities:

- Classroom lecture and discussion of content (30 hours; 100% attendance).
- Presentation and discussion of readings and works (120 hours; attendance 25%).
- Tutoring.

These activities are developed through theoretical and practical sessions. In the first ones, the teacher in charge explains the content of the subject, encouraging student participation at all times. The material will be available to students at the ADD (Anillo Digital Docente). It complements, but does not replace, the notes taken in class. The presentation and discussion of research papers will take place in the practical classes.

### 5. Assessment system

In the FIRST CALL there are two assessment systems:

#### 1. Continuous assessment:

- T1 Work: Commentary on research articles. The student will be required to work on several articles that will be discussed in class. These activities will be performed individually (50% of the final grade).
- T2 Work: This practical activity will consist in the production of works. The works will be presented orally in class (50% of the final grade).

2. Global assessment. Theoretical-practical exam with a value of 10 points (including open-ended and/or test questions).

In the SECOND CALL, a global test similar to the one in the first call will be performed.

In order to pass the subject, it will be necessary to obtain at least 5 points in the total grade ( $T1 + T2$ ), or in the global test. The level of knowledge and the ability to use the concepts and tools studied in different contexts will be assessed, as well as the accuracy of the questions posed. In addition, the ability to integrate and summarise the knowledge acquired will be valued. The presentation and defence in class will also be assessed. The absence of formal errors and clarity will be taken into account.