

## 27440 - Marketing Tools

### Syllabus Information

**Academic year:** 2024/25

**Subject:** 27440 - Marketing Tools

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

**Degree:** 417 - Degree in Economics

**ECTS:** 5.0

**Year:** 4

**Semester:** First semester

**Subject type:** Optional

**Module:**

### 1. General information

This subject aims to transmit to the student the importance of the marketing area in business and non-business organizations. Nowadays, more than ever, it is important for economics students to know how marketing strategies are developed within organizations, being able to use marketing research as a tool to support the development of such strategies.

The subject is aligned with the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>), in such a way that the acquisition of the learning results of the subject will contribute to some extent to the achievement of Objectives 8.2 and 8.3 of Goal 8, and Objective 12.6 of Goal 12.

### 2. Learning results

- Explain the role of marketing management within the company's management, as well as the functions assigned to it.
- Know the market research process as a fundamental tool in the development of the marketing strategy.
- Identify and analyse the decisions made by organizations with respect to the four variables that make up the marketing strategy: product, price, distribution and communication.
- Explain the application of marketing strategy in non-business organizations.
- Develop individually and/or in groups, the practical activities related to the contents of the subject.
- Communicate and defend adequately in oral and written form the practical activities developed throughout the term.

### 3. Syllabus

Unit 1. Marketing management

Unit 2. Market research

Unit 3. Product decisions

Unit 4. Pricing decisions

Unit 5. Distribution decisions

Unit 6. Communication decisions

Unit 7. Non-business marketing

### 4. Academic activities

Master classes: 25 hours

Practical classes: 25 hours

Personal Study: 73 hours

Assessment tests. 2 hours

The practical activities include individual and group activities such as the resolution of exercises and cases, the analysis and critical commentary of readings, and oral presentations.

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

The subject can be passed both by the continuous evaluation system and by global evaluation.

#### **Continuous Assessment**

It requires passing these activities:

A1.- Paper I (1 point): group activity on market research.

A2.- Paper II (2.5 points): group activity on product marketing.

A3.- Readings (0.5 points): individual activity on current news.

A4.- Cases (1 point): group activity on the development of practical cases in the classroom.

A5.- Written test (5 points): individual test on the syllabus.

### **Global Assessment**

Final exam in the official call. It may include questions on any of the aspects covered in the subject and, at least 50% of the grade will correspond to practical or theoretical-practical questions.

### **Assessment criteria**

In both systems, the sum total of the grades must be equal to or higher than 5 to pass the subject. In addition, in the case of continuous evaluation, students must obtain at least 2 points out of 10 in each activity.

Both the learning of key concepts and the capacity for reasoning, argumentation, creativity and discussion, written and oral, of the solutions to the different exercises and cases presented will be evaluated. The detection of plagiarism in any test or activity will result in a grade of 0 points.

## **6. Sustainable Development Goals**

8 - Decent Work and Economic Growth

12 - Responsible Production and Consumption