

BASIC DETAILS:

Subject:	FUNDAMENTOS DE MARKETING		
Id.:	32256		
Programme:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
Module:	COMERCIALIZACIÓN E INVESTIGACIÓN		
Subject type:	OBLIGATORIA		
Year:	1	Teaching period:	Segundo Cuatrimestre
Credits:	6	Total hours:	150
Classroom activities:	70	Individual study:	80
Main teaching language:	Inglés	Secondary teaching language:	Castellano
Lecturer:	BRADLEY , MICHAEL FRANCIS (T)	Email:	fbradley@usj.es

PRESENTATION:

The purpose of the *Fundamentals of Marketing* course is to give the student a deep sense of the marketing perspective and of how marketing creates value for the firm's customers (which, in turn, leads to value for such stakeholders as owners, investors, employees, suppliers, channels of distribution, and society at large). The key objectives include a sharpening and enhancing the student's skills and abilities in the following areas:

1. Understanding the firm's relation to its environment of customers, competitors, partners, and other external forces
2. Assessing market opportunities by analyzing the business system - customers, competitors, partners, and other external forces in relation to the firm's relative strengths and weaknesses.
3. Designing effective approaches to marketing to maximize the firm's chances of thriving in its relevant markets, and
4. Critically examining problem areas, developing feasible solutions, defending key recommendations, and communicating this thinking to others.

PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

General programme competences	G01	Ability to analyse and summarise information from several sources.
	G02	Creative and efficient resolution of problems that arise in day-to-day, in order to ensure the highest levels of quality of professional work.
	G03	Ability to organise and plan the work in the context of continuous improvement.
	G05	Ability to work effectively in interdisciplinary teams, integrating and participating in scientific and professional teamwork, contributing ideas and respecting and valuing the diversity of views of other team members.
	G06	Ability to incorporate ethical principles into the professional culture, giving priority to ethical commitment to customers and society.
	G08	Oral and written communication in Spanish.
	G11	Ability to come up with new ideas (creativity).
	G14	Oral and written communication in native language and in English, according to the needs of their field of study and the demands of their academic and professional environment.
	G15	Ability to establish and meet the most appropriate quality criteria and apply methodologies and work strategies geared towards continuous improvement.
Specific programme competences	E01	Understand the specific aspects of the operation, management and control of the different functional areas of the company.
	E02	Know and understand the local, national and international socio-economic context in which the companies operate and be able to interpret its impact on them.
	E03	Ability to apply the acquired knowledge of the functional areas of the company and the socio-economic environment.
	E11	Learn the techniques and methods of quantitative nature applicable to the diagnosis, analysis and business exploration (mathematics, statistics and econometrics) being able to use the most appropriate tool in each situation.

	E13	Know the decision making processes in terms of policy and business strategy.
Learning outcomes	R01	Know and identify the various forces of the environment (macro and micro) affecting the organisation's ability to serve its customers.
	R02	Learn about the information system, the techniques and marketing research stages.
	R03	Identify criteria and methods for analysing the demand, identifying market segments and recognising consumer behaviour.
	R04	Recognise the elements and variables that form part of the marketing system.
	R05	Understand the reality of the importance of marketing in the company and the evolution of the marketing concept and its current situation.

PRE-REQUISITES:

No.

SUBJECT PROGRAMME:

Subject contents:

1 - Introduction to Marketing
2 - The market environment
3 - The market
4 - The demand
5 - Segmentation and positioning
6 - Consumer behaviour
7 - Marketing research

Subject planning could be modified due unforeseen circumstances (group performance, availability of resources, changes to academic calendar etc.) and should not, therefore, be considered to be definitive.

TEACHING AND LEARNING METHODOLOGIES AND ACTIVITIES:

Teaching and learning methodologies and activities applied:

The subject has two different parts, one theoretical and one practical.

The Theoretical part: will consist in the development in class of the program of the subject through explanations carried out by the teacher of the basic and recommended bibliography, using for it transparencies, power point and how many other means (readings, technical notes, articles of investigation, videos ...) that considers opportune, requiring in addition the active participation of the students and previous reading of the subjects to treat in class.

Some of the contents of the subject will be worked on by the students previously at home and in groups.

The practical part of the subject will be dedicated to various activities, such as the completion of work, exercises, tests, resolution of complementary readings, articles / communications and theoretical-practical cases, all related to the content of the subject.

The PRACTICE, reinforces the theoretical concepts, facilitating their comprehension, so that it will try to achieve the maximum participation of the students.

Tutorial hours will be fixed and will delivered on a weekly basis. Other individual meetings may be arranged at the convenience of the student.

Weight of assesment methods:

Individual Coursework: 20%

Group Coursework: 25%

Final Exam: 55%

Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	26
	Practical exercises	12
	Practical work, exercises, problem-solving etc.	10
	Debates	10
	Coursework presentations	12
Individual study	Tutorials	6
	Individual study	22
	Individual coursework preparation	14
	Group coursework preparation	18
	Research work	10
	Compulsory reading	10
Total hours:		150

ASSESSMENT SCHEME:

Calculation of final mark:

Individual coursework:	20 %
Group coursework:	25 %
Final exam:	55 %
TOTAL	100 %

*Las observaciones específicas sobre el sistema de evaluación serán comunicadas por escrito a los alumnos al inicio de la materia.

BIBLIOGRAPHY AND DOCUMENTATION:

Basic bibliography:

ESTEBAN TALAYA, Águeda, et al. Principios de Marketing. Ed. ESIC, 2011.
SANTESMASES, Miguel. Marketing: Conceptos y Estrategias".Ed. Pirámide. 2010.
BRADLEY, Frank. Marketing Management. Prentice Hall, 1995.

Recommended bibliography:

KOTLER, Philip; KELLER, Kevin. Marketing Management, 14th ed. Prentice Hall, 2011.
CATEORA, Philip R; GILLY, Mary C; GRAHAM, John L. International Marketing, 16th. ed., McGraw-Hill, 2013.
KEEGAN, Warren. Global Marketing Management. Ed. Prentice Hall, 2013.
PRIDE, William M.; FERRELL, O.C. Marketing: Concepts and Strategies. Ed. Houghton Mifflin, 1999.
WEITZ, Barton; WENSLEY, Robin. Readings in Strategic Marketing: Analysis, Planning, and Implementation. Ed. Drydan, 1988.
ADCOCK, Dennis et al. Marketing: Principles and Practice. Ed. Financial Times, 2001.
CRAVENS, David W.; WOODRUFF Robert B. Marketing. Ed. Addison-Wesley, 1991.
LANCASTER, Geoff; MASSINGHAM, Lester. Marketing Management. Ed. McGraw-Hill, 2010.

Recommended websites:

Instituto nacional de Consumo	http://www.consumo-inc.gob.es/
Instituto Nacional de Estadística	http://www.ine.es/
Marketing Directo	http://www.marketingdirecto.com/