

## BASIC DETAILS:

<b>Subject:</b>	FUNDAMENTOS DE MARKETING		
<b>Id.:</b>	32256		
<b>Programme:</b>	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
<b>Module:</b>	COMERCIALIZACIÓN E INVESTIGACIÓN		
<b>Subject type:</b>	OBLIGATORIA		
<b>Year:</b>	1	<b>Teaching period:</b>	Segundo Cuatrimestre
<b>Credits:</b>	6	<b>Total hours:</b>	150
<b>Classroom activities:</b>	64	<b>Individual study:</b>	86
<b>Main teaching language:</b>	Inglés	<b>Secondary teaching language:</b>	Castellano
<b>Lecturer:</b>	MONJE AMOR, ARIADNA (T)	<b>Email:</b>	amonje@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 sharpening and enhancing the student's skills and abilities in the following areas:

1. Understanding the firms' relation to their socio-economic context in which they operate and being able to interpret its impact on them
2. Providing an understanding of contemporary issues in marketing
3. Assessing market opportunities by analysing the business system - customers, competitors, partners, and other external forces in relation to the firm's relative strengths and weaknesses
4. Designing effective approaches to marketing to maximize the firm's chances of thriving in its relevant markets, and
5. Critically examining problem areas, developing feasible solutions, defending key recommendations, and communicating this thinking to others.

## PROFESSIONAL COMPETENCES ACQUIRED IN THE SUBJECT:

<b>General programme competences</b>	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.
<b>Specific programme competences</b>	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.

<b>Learning outcomes</b>	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:

None

#### SUBJECT PROGRAMME:

Observations:

This course is designed to provide students with an understanding of the Fundamentals of Marketing. There will be a focus on the management of the marketing activities and how marketing relates to overall organisational functioning, including the management of exchange processes between business units and consumers and between firms. It will include topics such as environmental analysis, industry and competitor analysis, objective setting, marketing strategies and marketing mix components such as pricing, distribution, product and service development and promotion including both traditional and digital marketing communication. Additionally, the course will provide opportunities for the practical implementation of the concepts covered and the development of problem-solving skills by means of face-to-face seminars and tutorials.

#### Subject contents:

<b>1 - Introduction to marketing</b>
1.1 - Definition of marketing
1.2 - Marketing management philosophies
1.3 - Differences between sales and market orientations
1.4 - Reasons for studying marketing
<b>2 - The market environment</b>
2.1 - Micro and macroenvironment
2.2 - Internal and external analysis
<b>3 - The market</b>
<b>4 - The demand</b>
<b>5 - Segmentation and positioning</b>
5.1 - Segmentation
5.2 - Targeting
5.3 - Differentiation and positioning
5.4 - Competitive advantage
<b>6 - Consumer behaviour</b>
6.1 - Factors affecting the consumer decision process
6.2 - Steps in the consumer buying process
6.3 - Post-purchase outcomes
<b>7 - Marketing research</b>
7.1 - Marketing information and customer insights
7.2 - Assessing marketing information needs
7.3 - Marketing research
7.4 - Sources of data

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:

**Lectures:** Lectures will focus on key issues, concepts and models of marketing and their application to real life scenarios. The theoretical sessions will be accompanied by practical exercises in class, small group discussions, videos and case study/ journal article analysis. Some case studies and practical exercises will be assessed.

**Independent study:** Students are expected to complete all independent study tasks. These tasks are focused on the development of reading, research along with case studies. All tasks must be completed as they will be evaluated directly or indirectly (through participation, individual work or group work). It is therefore very important to check the PDU every week to know the submission dates.

**Tutorials:** Students are encouraged to avail of tutorial sessions as during these sessions, students can ask questions, clarify concepts, ask for additional bibliography, etc. Some tutorial time will be devoted to assistance with group work.

Weight of assessment methods:

- Individual coursework: 20 %
- Group coursework: 30 %
- Final exam: 50 %

### Student work load:

Teaching mode	Teaching methods	Estimated hours
Classroom activities	Master classes	36
	Practical work, exercises, problem-solving etc.	10
	Debates	10
	Coursework presentations	6
	Assessment activities	2
Individual study	Tutorials	6
	Individual study	26
	Individual coursework preparation	16
	Group coursework preparation	18
	Research work	10
	Compulsory reading	10
Total hours:		150

## ASSESSMENT SCHEME:

### Calculation of final mark:

Individual coursework:	20 %
Group coursework:	30 %
Final exam:	50 %
<b>TOTAL</b>	<b>100 %</b>

\*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.

BRADLEY, Frank. Marketing Management. Prentice Hall, 1995.

### Recommended bibliography:

KOTLER, P. and KELLER, K. Marketing Management. 15th ed. Prentice Hall, 2015.  
 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.  
 SANTESMASES, Miguel. Marketing: Conceptos y Estrategias. Ed. Pirámide. 2010.

### Recommended websites:

Instituto Nacional de Consumo	<a href="http://www.consumo-inc.gob.es/">http://www.consumo-inc.gob.es/</a>
Instituto Nacional de Estadística	<a href="http://www.ine.es/">http://www.ine.es/</a>
Marketing Directo	<a href="http://www.marketingdirecto.com/">http://www.marketingdirecto.com/</a>
Marketing Week	<a href="https://www.marketingweek.com/">https://www.marketingweek.com/</a>
Journal of Marketing	<a href="https://journals.sagepub.com/home/jmx">https://journals.sagepub.com/home/jmx</a>
Journal of Marketing Research	<a href="https://journals.sagepub.com/home/mrj">https://journals.sagepub.com/home/mrj</a>
European Journal of Marketing	<a href="https://www.emerald.com/insight/publication/issn/0309-0566">https://www.emerald.com/insight/publication/issn/0309-0566</a>
Chartered Institute of Marketing (CIM)	<a href="https://www.cim.co.uk/">https://www.cim.co.uk/</a>
Smartinsights	<a href="http://www.smartinsights.com">www.smartinsights.com</a>
American Marketing Association (AMA)	<a href="https://www.ama.org/">https://www.ama.org/</a>