

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:	64	Individual study:	86
Main teaching language:	Spanish	Secondary teaching language:	Castellano
Lecturer:	ALVAREZ FORTES, FRANCISCO JAVIER (T)	Email:	fjalvarezfortes@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:

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
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:

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:

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

Learning activities:

Week	Unit/Block/Theme	Classroom sessions	Hours	Individual study activities	Hours
1	07/02/2023 1.Introduction to marketing	Introduction to the course, course outline review and assessment Introduction to group coursework Workshop on oral presentations	4	Reading and individual study	2
2	14/02/2023 1.Introduction to marketing	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies Group presentation	4	Reading, individual study and individual coursework preparation	2
3	22/02/2023 2.The market environment	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies Group presentation	4	Reading, individual study and individual coursework preparation	4
4	28/02/2023 2.The market environment	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies Group presentation	4	Reading, individual study and individual coursework preparation	4
5	07/02/2023 3.The market	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies Group presentation	4	Reading, individual study and individual coursework preparation	4
6	14/03/2023 3.The market	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies Group presentation	4	Reading, individual study and individual coursework preparation	4
7	21/03/2023 4.The demand	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies Group presentation	4	Reading, individual study, individual and group coursework preparation	4
8	28/03/2023 4.The demand	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies Group presentation	4	Reading, individual study, individual and group coursework preparation	6
9	11/04/2023 5. Segmentation and positioning	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies Group presentation	4	Reading, individual study, individual and group coursework preparation	6
10	18/04/2023	Easter break	0	Reading, individual study, individual and group coursework preparation	4
11	25/04/2023 5. Segmentation and positioning	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies	4	Reading, individual study, individual and group coursework preparation	6
12	02/05/2023 6.Consumer behaviour	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies	4	Reading, individual study, individual and group coursework preparation	4
13	09/05/2023 6.Consumer behaviour	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies	4	Reading, individual study, individual and group coursework preparation	6
14	16/05/2023 7.Marketing research	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies	4	Reading, individual study, individual and group coursework preparation	6
15	23/05/2023 7.Marketing research	Sessions will include reviewing theory, reading, debating ideas and working on practical case studies	4	Reading, individual study and individual coursework preparation	6
16	23/05/2023 1.Introduction to marketing 2.The market environment 3.The market 4. The demand 5. Segmentation and positioning 6.Consumer behaviour 7.Marketing research	Course review	4	Reading and individual study	6
17	29/05/2023 1.Introduction to marketing 2.The market environment 3.The market 4.The demand 5. Segmentation and positioning 6.Consumer behaviour 7.Marketing research	Exams	2	Reading and individual study	6

18	05/06/ 2023	1.Introduction to marketing 2.The market environment 3.The market 4.The demand 5.Segmentation and positioning 6.Consumer behaviour 7.Marketing research	Exams	2	Reading and individual study	6
				TOTAL CLASSROOM HOURS: 64	TOTAL INDIVIDUAL STUDY HOURS: 86	

Observations for students exempt from compulsory attendance due to special circumstances:

Students who are unable to attend 80% of classes during the semester due to justified reasons (previously communicated to the Programme Coordinator) will have to get in contact with the lecturer by 21st February. They will be required to follow the progress of the subject by doing the reading and case work (both individual and group work) which will be indicated on the PDU. The remaining % will be determined by sitting the final exam.

The mark of the final exam will have to be of at least 5 to be able to average out with the individual and group coursework. Not obtaining this minimum mark will force the student to resubmit the failed coursework and/ or resit the exam in July.

Each particular case will be analyzed to design a learning strategy and related individualized activities that guarantee the achievement of the stated objectives. In these cases the student will have to attend the tutorials previously agreed with the lecturer. In the event that the student does not contact the lecturer on the indicated date, he or she may lose the right to be evaluated on first call by having exceeded the absences allowed (20%).

Those students who have been exempt from compulsory attendance will be assessed with the same criteria as for those students who regularly attend class. Students will only be allowed to be exempt from class attendance when absence has been justified and agreed.

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 %

Integration of English language in the subject:

This subject will be mainly taught through Spanish.

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	%
TOTAL	100	%

Specific assessment criteria

Assessment will consist of four individual assessed assignments (20 %), two group assignments (30 %) and a final exam (50 %).

Breakdown of evaluated coursework:

- **Individual coursework** (20 %): Students are expected to complete all individual tasks and in-class case studies. Instructions for these tasks will be given in the classroom.
- **Group coursework** (30 %): Students will be introduced to the real world of business by working on identifying issues, developing group solutions and applying their solutions to real-life situations of working businesses. Instructions for this coursework will be on the PDU.
- **Final exam** (50 %): Students will sit a final exam covering the whole content of the subject.

Note: Any and all assignments (Individual or Group tasks) or make-ups allowed must be submitted by the deadlines set or these will not be accepted.

The mark of the final exam will have to be of at least 5 to be able to average out with the individual and group coursework. Not obtaining this minimum mark will force the student to resubmit the failed coursework and/ or resit the exam in July.

The evaluation system on second call will be identical to that of first call, with the same percentages. It is compulsory to pass the theoretical exam of this call. All those students, therefore, who do not pass the subject in the first call will be either because they did not pass the final exam, or because even if they did, did not reach the minimum grade of 5 in the sum of the corresponding percentages. The marks of the "Individual coursework" and the "Group coursework" will be kept if they have been passed, keeping the same percentages on the final mark. You must redo the one or those indicated by the lecturer and resubmit them on the second call. The same assessment criteria applies in July. Therefore, the student must attend the exam revision of the first call to know exactly what to submit on the second call. It is the student's responsibility to contact the lecturer for this purpose.

Spelling: Within the evaluation criteria, the University considers spelling a priority issue. Under the protection of the changes in the language standard in the Spanish language included in the Spelling of the Spanish Language (2010), published by the Real Academia Española, CESUGA has established some correction criteria related to this work that will be applied in all tests of the matter. The document that includes the set of criteria and its sanction is published in the University Teaching Platform (PDU) of the subject. The same applies if English is the main language. Refer to unacceptable grammar errors.

Plagiarism: Likewise, and in accordance with the University's Good Practices manual, the commission of plagiarism in any of the work carried out will be considered a very serious offense, since it violates

the deontological code of any profession. All assignments/ tasks must be handed in through the PDU and will be checked through Turnitin to avoid plagiarism.

Electronic devices that disturb the attention and the correct development of the subject will not be allowed in class, unless expressly mentioned by the professor and those provided by the University.

Absences: Failure to attend class more than 20 % of the stipulated hours without authorization may lead to the loss of the evaluation on first call.

Assessment methods:

Assessment method	Learning outcomes assessed	Assessment criteria	%
Individual coursework	RU1 RU3 RU4 R05	Individual tasks carried out in class	20
Group coursework	R01 R03 R04 R05	Application of theory into practice. Ability to make effective group presentations. Evidence of collaboration and 30 organisational planning.	
Final exam	R01 R02 R03 R04 R05	Final examination of the whole content. Assimilation of content and concepts. Correct answers to questions and correct 50 analysis of different topics covered in class.	
Total weighting:			100

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

OBSERVATIONS:

Observations:

CESUGA has planned all its teaching activity in-person. If the development of the events caused by the pandemic leads us to a scenario where attendance is impossible in its entirety (either a scenario of partial attendance or a scenario of total telepresence), the evaluation system corresponding to the subject, if it had any change, will be published on the PDU of the subject.