

DATOS BÁSICOS DE LA GUÍA DOCENTE:

Materia:	POLÍTICAS DE MARKETING		
Identificador:	32259		
Titulación:	GRADUADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (CA)		
Módulo:	COMERCIALIZACIÓN E INVESTIGACIÓN		
Tipo:	OBLIGATORIA		
Curso:	2	Periodo lectivo:	Primer Cuatrimestre
Créditos:	6	Horas totales:	150
Actividades Presenciales:	64	Trabajo Autónomo:	86
Idioma Principal:	Inglés	Idioma Secundario:	Castellano
Profesor:	ALVAREZ FORTES, FRANCISCO JAVIER (T)	Correo electrónico:	fjalvarezfortes@usj.es

PRESENTACIÓN:

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.

COMPETENCIAS PROFESIONALES A DESARROLLAR EN LA MATERIA:

Competencias Generales de la titulación	G01	Capacidad de análisis y síntesis de las informaciones obtenidas de diversas fuentes	
	G02	Resolución creativa y eficaz de los problemas que surgen en la práctica diaria, con el objetivo de garantizar los niveles máximos de calidad de la labor profesional realizada	
	G03	Capacidad de organización y planificación del trabajo en el contexto de la mejora continua	
	G05	Capacidad de trabajar de forma eficaz en equipos interdisciplinares, participando e integrándose en los trabajos del equipo en sus vertientes científicas y profesionales, aportando ideas y respetando y valorando la diversidad de criterios de los miembros del equipo	
	G06	Capacidad de incorporar a la cultura profesional los principios éticos y deontológicos, teniendo como prioridad de actuación el compromiso ético con los clientes y la sociedad.	
	G10	Capacidad de aplicar los conocimientos adquiridos, adaptándolos a las exigencias y particularidades de cada situación y persona	
	G11	Capacidad de generar nuevas ideas (creatividad)	
	G12	Capacidad de incorporar la investigación científica y la práctica basada en la evidencia como cultura profesional, actualizando conocimientos y destrezas de manera continua.	
	G13	Capacidad de desarrollar estrategias de aprendizaje a lo largo de toda la vida para que sea capaz de adquirir nuevos conocimientos, a través del desarrollo su propio itinerario académico y profesional	
	G14	Capacidad de comunicación oral y escrita en el idioma materno y en inglés, según las necesidades de su campo de estudio y las exigencias de su entorno académico y profesional.	
	G15	Capacidad de establecer y cumplir los criterios de calidad más apropiados y emplear metodologías y estrategias de trabajo orientadas a la mejora continua.	
	Competencias Específicas de la titulación	E01	Conocer los aspectos específicos relativos al funcionamiento, gestión y control de las diferentes áreas funcionales de la empresa.
		E03	Capacidad de aplicación de los conocimientos adquiridos sobre las áreas funcionales de la empresa y el entorno socioeconómico
		E04	Capacidad de identificar las variables relacionadas y entender su impacto sobre las organizaciones empresariales

	E13	Conocer los procesos de toma de decisiones en materia de política y estrategia comercial
	E15	Proponer, planificar y liderar proyectos de innovación empresarial que aseguren la competitividad de la empresa
Resultados de Aprendizaje	R01	Capacidad de identificación, análisis y valoración crítica de los factores relevantes en las variables que componen el marketing-mix de la empresa
	R02	Capacidad de elaboración y análisis de un plan de marketing, para la toma de decisiones.

REQUISITOS PREVIOS:

Ninguno

PROGRAMACIÓN DE LA MATERIA:

Contenidos de la materia:

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

La planificación de la asignatura podrá verse modificada por motivos imprevistos (rendimiento del grupo, disponibilidad de recursos, modificaciones en el calendario académico, etc.) y por tanto no deberá considerarse como definitiva y cerrada.

Previsión de actividades de aprendizaje:

Semana	Unidad/Bloque/Tema	Sesiones presenciales	Horas	Actividades de trabajo autónomo	Horas
1	09/09/2024 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	16/09/2024 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	23/09/2024 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	30/09/2024 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	07/10/2024 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	14/10/2024 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	21/10/2024	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	28/10/2024	4.The demand		4	Reading, individual study, individual and group coursework preparation	4
9	04/11/2024	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
10	11/11/2024	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
11	18/11/2024	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	25/11/2024	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	02/12/2024	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	09/12/2024	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	16/12/2024	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	23/12/2024	1.Introduction to marketing 2.The market environment 3. The market 4.The demand 5. Segmentation and positioning 6.Consumer behaviour 7.Marketing research	Christmas holidays	0	Reading and individual study	5
17	30/12/2024	1.Introduction to marketing 2.The market environment 3. The market 4.The demand 5. Segmentation and positioning 6.Consumer behaviour 7.Marketing research	Christmas holidays	0	Reading and individual study	6
18	06/01/2025	1.Introduction to marketing 2.The market environment 3. The market 4.The demand 5. Segmentation and positioning 6.Consumer behaviour 7.Marketing research	Review	1	Reading and individual study	6
19	13/01/2025		Exams	2		0
20	20/01/2025		Exams Reviews	1		1
HORAS TOTALES PRESENCIALES:				64	HORAS TOTALES T. AUTÓNOMO:	86

Observaciones para alumnos exentos a la asistencia obligatoria por circunstancias justificadas:

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 23rd September. 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.

METODOLOGÍAS Y ACTIVIDADES DE ENSEÑANZA Y APRENDIZAJE:

Metodologías de enseñanza-aprendizaje a desarrollar:

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 %

Integración de lengua inglesa en la materia:

La asignatura se impartirá en español (como idioma principal). No obstante, todas las presentaciones (powerpoint) que el profesor use en clase estarán en idioma inglés.

Volumen de trabajo del alumno:

Modalidad organizativa	Métodos de enseñanza	Horas estimadas
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Actividades Presenciales	Clase magistral	36
	Casos prácticos	20
	Exposiciones de trabajos de los alumnos	6
	Asistencia a charlas, conferencias etc.	2
Trabajo Autónomo	Asistencia a tutorías	6
	Estudio individual	26
	Preparación de trabajos individuales	16
	Preparación de trabajos en equipo	18
	Tareas de investigación y búsqueda de información	10
	Lecturas obligatorias	10
	Horas totales:	150

SISTEMA DE EVALUACIÓN:

Obtención de la nota final:

Prueba final:	45	%
Otros (trabajo en equipo 35% y trabajos individuales 20%):	55	%
TOTAL	100	%

Observaciones específicas sobre el sistema de evaluación:

Assessment will consist of four individual assessed assignments (20 %), two group assignments (35 %) and a final exam (45 %).

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 (35 %): 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 (45 %): 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.

Regulación por plagio y prácticas ilícitas

Las actuaciones que constituyan copia o plagio, total o parcial, de un instrumento de evaluación supondrá que el alumno será calificado, en dicho instrumento de evaluación, con un suspenso (cero). En el caso de instrumentos de evaluación grupales, se calificará de la misma manera, tratando de individualizar la responsabilidad de cada uno de sus miembros, si es posible. Si dicha individualización de responsabilidades no es posible o la responsabilidad es claramente colectiva de todos los miembros, todos ellos tendrán la misma calificación de suspenso (cero).

En el caso de las prácticas externas, la calificación resultante (suspenso, cero) conlleva la obligación de repetir dichas prácticas.

La valoración final del alcance de la calificación (suspenso, cero) en un instrumento de evaluación con respecto a la calificación final de la materia corresponde en todo caso al docente de la asignatura.

Para conocer más acerca de qué es el plagio y cómo poder evitarlo, podéis consultar: <https://www.usj.es/alumnos/vidauniversitaria/biblioteca/investigacion/como-publicar/plagio>

Regulación por uso de sistemas IA

El uso de cualquier forma de Inteligencia Artificial en la realización de las actividades de aprendizaje como trabajos y exámenes, incluyendo proyectos, tareas, ensayos o investigaciones, requiere la debida autorización y supervisión del profesorado correspondiente. Esta autorización aparecerá en el enunciado específico de la actividad de aprendizaje evaluable y se deberá respetar estrictamente el ámbito y los límites establecidos en la misma.

Cuando se autorice el uso de IA para la elaboración de una actividad de aprendizaje, ésta se limitará principalmente a las etapas tempranas de la investigación, donde puede servir de inspiración o sugerir direcciones, pero no para producir contenido que se incluya directamente en las entregas. En caso de que se autorice a reproducir textos generados por IA, el alumno deberá divulgar claramente este hecho en el documento entregado. Esta divulgación se realizará indicando expresamente los métodos y herramientas de IA utilizadas. En cualquier caso, el alumno deberá proporcionar una explicación detallada sobre cómo ha empleado la IA en el proceso de investigación o producción de la actividad y/ o trabajo, incluyendo los «prompts» que empleó durante su uso, las verificaciones realizadas para garantizar la autenticidad de la información propuesta por la IA y las modificaciones realizadas al contenido generado por la IA.

El uso de la IA en las actividades de aprendizaje y/ o trabajos académicos deberá respetar los principios éticos de integridad académica y honestidad intelectual. Si el alumno hace un uso inadecuado de la IA incumpliendo la regulación establecida, el resultado de la calificación en la actividad de aprendizaje correspondiente será de suspenso (cero).

La valoración final del alcance de la calificación (suspenso, cero) en un instrumento de evaluación con respecto a la calificación final de la materia corresponde en todo caso al docente de la asignatura.

Métodos de evaluación:

Instrumento de evaluación	Resultados de Aprendizaje evaluados	Criterios de evaluación	%
Final exam	R01 R02	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.	45
Others (Individual coursework 20% and Group coursework 35%)	R01 R02	Individual coursework 20% - Individual tasks carried out in class Group coursework 35% - Application of theory into practice. Ability to make effective group presentations. Evidence of collaboration and organisational planning	55
Peso total:			100

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BIBLIOGRAFÍA Y DOCUMENTACIÓN:

Bibliografía básica:

ESTEBAN TALAYA, Águeda, et al. Principios de Marketing. Ed. ESIC. 2011. BRADLEY, Frank. Marketing Management. Prentice Hall, 1995.

Bibliografía recomendada:

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.

Páginas web recomendadas:

Instituto Nacional de Consumo	http://www.consumo-inc.gob.es/ Instituto Nacional de Estadística
Instituto Nacional de Estadística	http://www.ine.es/
Journal of Marketing	https://journals.sagepub.com/home/jmx
Marketing Directo	http://www.marketingdirecto.com/
Marketing Week	https://www.marketingweek.com/

OBSERVACIONES: