



| Teaching Guide | | | | |
|---------------------|---|--------|---|---------|
| Identifying Data | | | | 2020/21 |
| Subject (*) | Introduction to Marketing | Code | 611G02015 | |
| Study programme | Grao en Administración e Dirección de Empresas | | | |
| Descriptors | | | | |
| Cycle | Period | Year | Type | Credits |
| Graduate | 1st four-month period | Second | Obligatory | 6 |
| Language | SpanishEnglish | | | |
| Teaching method | Face-to-face | | | |
| Prerequisites | | | | |
| Department | Empresa | | | |
| Coordinador | Martinez Fernandez, Valentin | E-mail | valentin.martinez@udc.es | |
| Lecturers | Martinez Fernandez, Valentin Membiola Pollán, Matías Enrique Rodríguez Fernández, María Magdalena Rodríguez Vázquez, Clide Sánchez Amboage, Eva | E-mail | valentin.martinez@udc.es matias.membiola@udc.es magdalena.rodriquez@udc.es c.rodriquezv@udc.es eva.sanchez.amboage@udc.es | |
| Web | | | | |
| General description | The aim of this course is to apply the fundamentals of marketing to real cases and learn to take decisions that will achieve the objectives of companies | | | |
| Contingency plan | <p>1. Changes in content Not.</p> <p>2. Methodologies * Teaching methodologies that are maintained: Expository and interactive teaching is maintained. * Teaching methodologies that are modified: In case of semi-attendance scenario; Expository teaching will become telematic. The interactive is held in person. In the case of virtuality (no face-to-face due to the situation): transition to expository and interactive telematic teaching. Classes will be taught through the Teams platform.</p> <p>3. Mechanisms for personalized attention to students Personalized attention through the Teams platform and email.</p> <p>4. Modifications in the evaluation The percentage criteria are maintained. * Assessment observations: The individual multiple-choice test exam will be carried out electronically through the Moodle platform. The exhibition and everything related to group work will also take place telematically.</p> <p>5. Modifications of the bibliography or webgraphy Not</p> | | | |

| Study programme competences / results | |
|---------------------------------------|---|
| Code | Study programme competences / results |
| A1 | Manage an enterprise or small organization, understanding their competitive and institutional position and identifying their strengths and weaknesses |
| A2 | Integrate in any functional area of micro-firms or SMEs and perform fluently any management task commissioned |
| A3 | Evaluate and foreseeing, from relevant data, the development of a company. |
| A4 | Elaborate advisory reports on specific situations of companies and markets |
| A5 | Write projects about specific functional areas (e.g. management, marketing, financial) of the company |



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| A6 | Identify the relevant sources of economic information and to interpret the content. |
| A8 | Derive, based on from basic information, relevant data unrecognizable by non-professionals. |
| A9 | Use frequently the information and communication technology (ICT) throughout their professional activity. |
| A11 | To analyze the problems of the firm based on management technical tools and professional criteria |
| A12 | Communicate fluently in their environment and work by teams |
| B1 | CB1-The students must demonstrate knowledge and understanding in a field of study that part of the basis of general secondary education, although it is supported by advanced textbooks, and also includes some aspects that imply knowledge of the forefront of their field of study |
| B2 | CB2 - The students can apply their knowledge to their work or vocation in a professional way and have competences typically demonstrated by means of the elaboration and defense of arguments and solving problems within their area of work |
| B3 | CB3- The students have the ability to gather and interpret relevant data (usually within their field of study) to issue evaluations that include reflection on relevant social, scientific or ethical |
| B4 | CB4-Communicate information, ideas, problems and solutions to an audience both skilled and unskilled |
| B5 | CB5-Develop skills needed to undertake further studies learning with a high degree of autonomy |
| B6 | CG1-Perform duties of management, advice and evaluation in business organizations |
| B7 | CG2-Know how to use the concepts and techniques used in the various functional areas of the company and understand the relationships between them and with the overall objectives of the organization |
| B8 | CG3- Know how to make decisions, and, in general, assume leadership roles. |
| B9 | CG4-Learn to identify and anticipate opportunities, allocate resources, organize information, select and motivate people, make decisions under conditions of - uncertainty, achieve the proposed objectives and evaluate results |
| B10 | CG5-Respect the fundamental and equal rights for men and women, promoting respect of human rights and the principles of equal opportunities, non-discrimination and universal accessibility for people with disabilities. |
| C1 | Express correctly, both orally and in writing, in the official languages of the autonomous region |
| C4 | To be trained for the exercise of citizenship open, educated, critical, committed, democratic, capable of analyzing reality and diagnose problems, formulate and implement knowledge-based solutions oriented to the common good |
| C5 | Understand the importance of entrepreneurial culture and know the means and resources available to entrepreneurs |
| C6 | Assess critically the knowledge, technology and information available to solve the problems and take valuable decisions |
| C7 | Assume as professionals and citizens the importance of learning throughout life. |
| C8 | Assess the importance of research, innovation and technological development in the economic and cultural progress of society. |

| Learning outcomes | | | |
|---|---------------------------------------|----------------|----------|
| Learning outcomes | Study programme competences / results | | |
| To manage a business or small organization | A1 | B1 B2 | |
| To know to diagnose both external (opportunities / threats) as the company's internal (strengths and weaknesses). | | | |
| To communicate fluently in their environment and teamwork. | A2 A8 | B8 B9 | C5 C7 |
| To understand the importance of entrepreneurial culture and know the means available to the entrepreneurs. | A11 A12 | B10 | |
| To know coaching issuing reports on specific situation of companies and markets. | A3 A4 | B3 B4 | C1 C4 |
| To Identify as relevant economic information sources and its content | A5 A6 A9 | | |
| To design and implement a marketing plan | A4 A5 A6 | B5 B6 B7 | C6 C8 |



| Contents | |
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| Topic | Sub-topic |
| PART I. INTRODUCTION | LESSON 1. MARKETING INTRODUCTION |
| PART II. STRATEGIC DIAGNOSIS AND MARKET RESEARCH | LESSON 2. BUSINESS ENVIRONMENT ANALYSIS AND COMPETITION LESSON 3. CONSUMER BEHAVIOR LESSON 4. MARKET SEGMENTATION AND POSITIONING LESSON 5. MARKET RESEARCH (tutorial job) LESSON 6. MARKETING STRATEGIES |
| PART III. MARKETING-MIX VARIABLES | LESSON 6. THE ROLE OF MARKETING STRATEGY LESSON 7. THE PRODUCT AND BRAND LESSON 8. THE PRICE LESSON 9. COMMERCIAL DISTRIBUTION LESSON 10. BUSINESS COMMUNICATION |

| Planning | | | | |
|--------------------------------|---|--------------------------------------|-------------------------------|-------------|
| Methodologies / tests | Competencies / Results | Teaching hours (in-person & virtual) | Student?s personal work hours | Total hours |
| Guest lecture / keynote speech | A1 A2 A3 A5 A12 B1 B2 B3 B4 B5 C6 C7 C8 | 17 | 51 | 68 |
| Workbook | A6 A8 A11 | 12 | 18 | 30 |
| Oral presentation | A4 A9 B6 B7 B8 B9 | 13 | 19.5 | 32.5 |
| Events academic / information | B10 C1 C4 C5 | 5 | 0 | 5 |
| Multiple-choice questions | A1 | 0.5 | 10 | 10.5 |
| Personalized attention | | 4 | 0 | 4 |

(*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

| Methodologies | |
|--------------------------------|--|
| Methodologies | Description |
| Guest lecture / keynote speech | Explanation of the contents that make up the theoretical framework of matter by oral exposure, led to the use of presentations, through media and with the introduction of issues aimed at students in order to promote their learning. |
| Workbook | Texts and readings will be provided to the students and the execution of practical works based on bibliographic analysis of the different topics will be requested, the purpose of which will be to complement the master class; and it will be necessary to work in group to solve the questions that are formulated. |
| Oral presentation | The group of students designed by the professor should make an oral presentation of the corresponding marketing case and/or the complementary activities, as well as answer the questions raised to the group members |
| Events academic / information | Students can assist to conferences, seminars in order to know real market cases. These activities will be organised by the teachers of the area of Marketing. |
| Multiple-choice questions | Multiple choice test. Each question answered wrong reduces the final score of the test (three questions with a wrong answer, would remove one right answer), and students are not allowed to leave questions with no answer. |

| Personalized attention | |
|---|---|
| Methodologies | Description |
| Oral presentation Guest lecture / keynote speech Workbook | The student individually, and the group as a whole, may consult the teacher with questions about the subject and those related to the development of practical cases / readings. Preferably via telematics, through Teams and / or email. The tutoring of small groups will be carried out via thematic. |



Assessment

| Methodologies | Competencies / Results | Description | Qualification |
|---------------------------|------------------------|--|---------------|
| Multiple-choice questions | A1 | <p>Multiple choice test exam (provided four options for each question). This multiple choice test does require a minimum or threshold punctuation in order to approve the course. Independently of the final score in the test exam, if the student did not reach the minimum punctuation of 5 out of 10, the course would be considered as not approved.</p> <p>In the event that the test is not passed and, therefore, the subject is not passed, the final grade that will appear in the corresponding report will be that achieved in said test and weighted 40%.</p> | 40 |
| Workbook | A6 A8 A11 | <p>Readings and / or Practical Works supported by bibliographic analysis, Complementary Activities and Oral Presentation (60%)</p> <p>All groups must send the teachers the analyzed readings and / or works from the Complementary Activities carried out prior to the exhibition.</p> <p>Regardless of the grade reached in the multiple-choice test, if a minimum score of 5 points out of 10 was not achieved in the Readings / Practical Works, the subject will be considered as not passed.</p> | 60 |

Assessment comments

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v:* {behavior:url(#default#VML);}
o:* {behavior:url(#default#VML);}
p:* {behavior:url(#default#VML);}
.shape {behavior:url(#default#VML);}
v:textbox {display:none;}
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In the development of the practical part will be assessed:

Application of theoretical foundations. Quality of presentation. Accuracy, clarity of presentation and quality of responses. Waves used primary and secondary sources. Literature review

Evaluation in the July option. The evaluation criteria used in the first option applies also in the July option. In addition, if the student does not do the group work in the first opportunity, in the second opportunity they must do an applied individual work on an aspect related to the subject.

Evaluation observations

1. Not presented grade: Corresponds to the student, when they only participate in assessment activities that have a weight of less than 20% of the final grade, regardless of the grade achieved.
2. Second opportunity and advanced call: The evaluation criteria are the same for all evaluation opportunities. In the advanced call it is possible to retrieve the points of the continuous evaluation (problem solving, short answer tests, interventions during the master sessions) by means of additional questions to the final objective test.
3. Students with recognition of part-time dedication and academic waiver of attendance exemption: Except for the dates approved by the Faculty Board for the final objective test, for the other tests a specific calendar of compatible dates will be agreed at the beginning of the course with your dedication.
4. On final evaluation conditions: It is prohibited to access the exam room with any device that allows communication with the outside and / or storage of information.
5. Student identification: The student must prove his personality in accordance with current regulations.

Sources of information

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|--------------|---|
| Basic | <ul style="list-style-type: none"> - Santesmas, M. (2012). Marketing. Conceptos y Estrategias. Pirámide, Madrid. 6ª ed. - Santesmas, M. (2011). Fundamentals of Marketing. Pirámide, Madrid - Kerin, Roger A., Hartley, Steven W. (2016). Marketing. Mc Graw-Hill, 13ª ed. - Armstrong, Gary, Kotler, Phillip (2018). Principios de Marketing. Pearson, 17ª ed. - Grewal, Dhruv (2018). Marketing. McGraw-Hill Education |
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| Complementary | |
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Recommendations

Subjects that it is recommended to have taken before

Business Economics: Management and Organisation/611G02008

Subjects that are recommended to be taken simultaneously

Strategic Management and Business Policy I/611G02025

Subjects that continue the syllabus

Market Research/611G02024

Commercial Distribution/611G02030

Marketing Management/611G02035

Other comments

(*)The teaching guide is the document in which the URV publishes the information about all its courses. It is a public document and cannot be modified. Only in exceptional cases can it be revised by the competent agent or duly revised so that it is in line with current legislation.