



Teaching Guide

Teaching Guide				
Identifying Data				2022/23
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	Calvo Porral, Cristina Martinez Fernandez, Valentin Membiela Pollán, Matías Enrique Rodríguez Fernández, María Magdalena Rodríguez Vázquez, Clide Sánchez Amboage, Eva	E-mail	cristina.calvo@udc.es valentin.martinez@udc.es matias.membiela@udc.es magdalena.rodriguez@udc.es c.rodriguezv@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 companie			

Study programme competences

Code	Study programme competences
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
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	
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 know coaching issuing reports on specific situation of companies and markets.		A3	B3 C1
To Identify as relevant economic information sources and its content		A4 A5 A6 A9	B4 C4
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 design and implement a marketing plan		A4 A5 A6	B5 B6 B7 C6 C8

Contents	
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	Ordinary class hours	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
Supervised projects	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.
Supervised projects	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 questions left blank will be considered failed.

Personalized attention	
Methodologies	Description
Supervised projects	<p>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.</p> <p>The tutoring of small groups will be carried out presencially or via thematic.</p> <p>The tutoring of small groups will be carried out via face-to-face or telematics.</p> <p>At the beginning of the course, each teacher will inform the students about the programming of the small group tutorials.</p>
Guest lecture / keynote speech	
Oral presentation	

Assessment			
Methodologies	Competencies	Description	Qualification
Supervised projects	A6 A8 A11	<p>Readings and/or Practical Works supported by bibliographic analysis, Complementary Activities and Oral Presentation (40%)</p> <p>All groups must send the teachers the analyzed readings and/or works of the Complementary Activities carried out prior to the exhibition.</p> <p>Regardless of the grade achieved in the multiple choice test, if a minimum score of 5 points out of 10 is not achieved in the Readings/Practical Works, the subject will be considered as not passed.</p>	40



Multiple-choice questions	A1	<p>Multiple choice test (four options). The multiple choice test establishes a minimum or restriction to be able to pass the subject. That is, regardless of the grade achieved in the practical part, if a minimum score of 5 points out of 10 is not achieved in the multiple choice test, this grade will not be computed and the subject will be considered as not passed.</p> <p>In the case of not passing the test exam and, therefore, not passing the subject, the final grade that will appear in the corresponding record will be the one achieved in said test exam.</p> <p>Attendance to class will award a plus of 0.5 points on the mark of the multiple choice test, provided that the mark of this is a minimum of 4.5 points out of 10, and with the condition that in said attendance there is no exceed two absences in theoretical classes or two absences in practical classes.</p>	60
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Assessment comments

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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 observations 1. In the case of that student who does not appear for any of the parts to be evaluated, the grade that will appear in the minutes will be the average of the corresponding weightings.2. Rating of not presented: Corresponds to the student, when he only participates in evaluation activities that have a weighting of less than 20% of the final grade, regardless of the grade achieved.3. Second opportunity and advanced call: The evaluation criteria are the same for all evaluation opportunities. In addition, if the student does not do the group work or fails it at the first opportunity or in the advanced call, at the second opportunity they may choose to do group or individual work. The characteristics of the work will be the same as in the first opportunity or in the advanced call.4. Students with recognition of part-time dedication and academic exemption from attendance exemption: Except for the dates approved by the Faculty Board for the final test exam, a specific calendar of compatible dates will be agreed upon at the beginning of the course for the remaining tests. 5. About final evaluation conditions: It is forbidden to access the exam room with any device that allows communication with the outside and/or storage of information.6. Fraudulent performance of the tests or evaluation activities will directly imply the qualification of failure '0' in the matter in the corresponding call, thus invalidating any qualification obtained in all the evaluation activities of the extraordinary call.7. Identification of the student: The student must accredit her personality in accordance with current regulations.8. Given the characteristics of the multiple choice exam, the start time will inevitably be the one established in the official exam calendar. Once started, no student will be able to access it.

Sources of information

Basic	<ul style="list-style-type: none"> - Kotler, Phillip, & Armstrong, G. (2021). Principles of Marketing. Pearson - Santesmases, M. (2012). Marketing. Conceptos y Estrategias. Pirámide - Kerin, Roger A., & Hartley, Steven W. (2016). Marketing. Mc Graw-Hill - Kotler, Phillip & Armstrong, Gary, (2018). Principios de Marketing. Pearson - Grewal, Dhruv (2018). Marketing. McGraw-Hill Education - Santesmases, M. (2011). Fundamentals of Marketing. Pirámide - Calvo Porral, Cristina, & Satanton, J. L. (2017). Principles of Marketing. Esic
Complementary	

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 subject will be taught under the criteria of facilitating the full integration of students who, for physical, sensory, psychic or socio-cultural reasons, experience difficulties in obtaining adequate, equal and beneficial access to university life. All the material produced by the teaching staff of the subject is subject to the right of intellectual property. It may not be used, under any circumstances, without the express authorization of its authors.

(*)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.