



Teaching Guide

Identifying Data					2024/25
Subject (*)	Marketing	Code	611G01035		
Study programme	Grao en Economía				
Descriptors					
Cycle	Period	Year	Type	Credits	
Graduate	1st four-month period	Fourth	Obligatory	6	
Language	Spanish				
Teaching method	Face-to-face				
Prerequisites					
Department	Empresa				
Coordinador	Calvo Porral, Cristina	E-mail	cristina.calvo@udc.es		
Lecturers	Calvo Porral, Cristina	E-mail	cristina.calvo@udc.es		
Web					
General description	O obxectivo fundamental da materia é introducir ao alumno en comprender a importancia da función de comercialización e investigación de mercados dentro da economía e a empresa. En concreto os obxectivos da materia son os seguintes: 1) Comprender os fundamentos básicos de Márketing e comprender o proceso de toma de decisións que as empresas ou organizacións desenvolven na área de Comercialización 2) Saber aplicar os fundamentos de márketing a casos reais de empresas e organizacións sen ánimo de lucro. 3) Saber analizar o micro-contorna (competencia, provedores, clientes) e o macro-contorna (económico, político-legal, tecnolóxico, medio-ambiental) para poder realizar un diagnóstico das oportunidades, ameazas, debilidades e fortalezas. 4) Saber deseñar e implementar a planificación estratéxica de márketing. 5) Comprender a importancia que as variables do márketing-mix (produto, prezo, distribución e comunicación) teñen na xestión da empresa 6) Saber aplicar as políticas de produto, prezo, distribución e comunicación a casos, situacións e contextos reais				

Study programme competences / results

Code	Study programme competences / results
A1	CE1- Contribuír á boa xestión da asignación de recursos tanto no ámbito privado como no público.
A2	CE2-Identificar e anticipar problemas económicos relevantes en relación coa asignación de recursos en xeral, tanto no ámbito privado como no público.
A3	CE3-Aportar racionalidade á análise e á descripción de calquera aspecto da realidade económica.
A4	CE4-Avaliar consecuencias e distintas alternativas de acción e seleccionar as mellores, dados os obxectivos.
A5	CE5-Emitir informes de asesoramento sobre situación concretas da economía (internacional, nacional ou rexional) ou de sectores da mesma.
A6	CE6-Redactar proxectos de xestión económica a nivel internacional, nacional ou rexional. Integrarse na xestión empresarial.
A7	CE7-Identificar as fontes de información económica relevante e o seu contido.
A8	CE8-Entender as institucións económicas como resultado e aplicación de representacións teóricas ou formais acerca de cómo funciona a economía.
A9	CE9-Derivar dos datos información relevante imposible de recoñecer por non profesionais.
A10	CE10-Usar habitualmente a tecnoloxía da información e as comunicación en todo a seu desempeño profesional.
A11	CE11-Leer e comunicarse no ámbito profesional en máis dun idioma, en especial en inglés.
A12	CE12-Aplicar á análise dos problemas criterios profesionais baseados no manexo de instrumentos técnicos.
A13	CE13-Comunicarse con fluidez no seu contorno e traballar en equipo.
B1	CB1 - Que os estudantes demostren posuir e comprender coñecementos nun área de estudo que parte da base da educación secundaria xeral, e que soe encontrar nun nivel que, aínda que se apoia en libros de texto avanzados, inclúe tamén algúns aspectos que implican coñecementos procedentes da vangarda do seu campo de estudo.
B2	CB2 - Que os estudantes saiban aplicar os seus coñecementos ó seu traballo ou vocación dun xeito profesional e posúan as competencias que se demostran por medio da elaboración e defensa de argumentos e a resolución de problemas dentro da su entorna de traballo.



B3	CB3 - Que os estudantes teñan a capacidade de reunir e interpretar datos relevantes (normalmente dentro da su área de estudo) para emitir xuízos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética
B4	CB4 - Que os estudantes poidan transmitir información, ideas, problemas e solucións a un público tanto especializado como non especializado
B5	CB5 - Que os estudantes desenvolvesen aquelas habilidades de aprendizaxe necesarias para emprender estudos posteriores cun alto grao de autonomía
B6	CG1- Que os estudantes formados se convertan en profesionais capaces de analizar, reflexionar e intervir sobre os diferentes elementos que constitúen un sistema económico
B7	CG2 - Que os estudantes coñezan o funcionamento e as consecuencias dos sistemas económicos, as distintas alternativas de asignación de recursos, acumulación de riqueza e distribución da renda e estean en condicións de contribuír ao seu bo funcionamento e mellora
B8	CG3 -Que os estudantes sexan capaces de identificar e anticipar os problemas económicos relevantes, identificar alternativas de resolución, seleccionar as máis axeitadas e avaliar os resultados aos que conduce.
B9	CG4 -Que os estudantes respecten os dereitos fundamentais e de igualdade de oportunidades, non discriminación e accesibilidade universal das persoas con minusvalidez.
C1	CT1-Expresarse correctamente, tanto de forma oral coma escrita, nas linguas oficiais da comunidade autónoma.
C4	CT2-Desenvolverse para o exercicio dunha cidadanía aberta, culta, crítica, comprometida, democrática e solidaria, capaz de analizar a realidade, diagnosticar problemas, formular e implantar solucións baseadas no coñecemento e orientadas ao ben común.
C5	CT3-Entender a importancia da cultura emprendedora e coñecer os medios ao alcance das persoas emprendedoras.
C6	CT4-Valorar criticamente o coñecemento, a tecnoloxía e a información dispoñible para resolver os problemas cos que deben enfrontarse.
C7	CT5-Asumir como profesional e cidadán a importancia da aprendizaxe ao longo da vida.
C8	CT6-Valorar a importancia que ten a investigación, a innovación e o desenvolvemento tecnolóxico no avance socioeconómico e cultural da sociedade.

Learning outcomes			
Learning outcomes	Study programme competences / results		
Comprender a importancia do marketing como área de coñecemento das ciencias sociais e a súa relevancia para outras disciplinas propias do ámbito da economía	A1 A2 A8 A11	B1 B2	
Entender a importancia do marketing como área funcional da empresa e a súa relación co resto de áreas estratéxicas e operativas da organización, así como do seu obxectivo e funcións, ao obxecto de comprender o seu papel na Economía	A12 A13	B7 B8 B9	C5 C7
Analizar a contorna, a competencia e igualmente o comportamento do consumidor como elementos que han de ser considerados polo márketing para a toma de decisións tanto estratéxicas como operativas.	A3 A4 A5 A6 A9	B3 B4	C1 C4
Analizar os fundamentos da investigación comercial e das principais estratexias de comercialización de produtos e marcas.	A7		
Comprender e analizar as variables do marketing-mix e o seu desenvolvemento operativo por parte das organizacións. Aproximación ao concepto de marketing on-line e as súas repercusións na comunicación empresarial actual. Ao tempo de penetrarse nas novas tendencias do marketing.	A4 A5 A6 A10	B5 B6	C6 C8

Contents	
Topic	Sub-topic
PARTE I. MARKETING CONCEPT	LESSON 1. The concept of marketing and the marketing orientations



PARTE II. STRATEGIC MARKETING	<p>LESSON 2. The economic and business environment and the competition</p> <p>LESSON 3. Consumer behavior</p> <p>LESSON 4. Positioning and market segmentation</p> <p>LESSON 5. Market research</p> <p>LESSON 6. Marketing strategies</p>
PARTE III. OPERATIONAL MARKETING	<p>LESSON 7. The product and the brand</p> <p>LESSON 8. The price and pricing strategies</p> <p>LESSON 9. The distribution</p> <p>LESSON 10. Business communication</p>

Planning				
Methodologies / tests	Competencies / Results	Teaching hours (in-person & virtual)	Student?s personal work hours	Total hours
Guest lecture / keynote speech	A1 A3 A5 A8 A12 B2 B3 B4 B5 B7 B9 C6 C7 C8	17	51	68
Oral presentation	A4 A9 A13 B6 B8 C1	13	19.5	32.5
Supervised projects	A2 A6 A7 A10 A11 C1 C4 C5	13	18	31
Multiple-choice questions	B1	0.5	10	10.5
Personalized attention		8	0	8

(*)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	<p>Explanation of the contents of the theoretical program of the subject through oral presentation, guided with the use of presentations and slides and through audiovisual means.</p> <p>Students will not receive the theoretical materials presented in class</p>
Oral presentation	The group designated by the professor will have to present the corresponding reading and/or practical case work in the practical class, as well as answer the questions that they present to its members
Supervised projects	<p>Students will be provided with readings and practical cases based on the different topics, as a complement to the theoretical training.</p> <p>Students will have to work in groups and solve questions that the teacher asks about the practical cases when they present them in the classroom.</p>
Multiple-choice questions	Test de resposta múltiple individual. Cada pregunta mal contestada penaliza a cualificación da proba (tres preguntas mal contestadas contrarrestan unha correcta).

Personalized attention	
Methodologies	Description



Supervised projects Guest lecture / keynote speech Oral presentation	<p>The different members of the group will be able to consult the content/development of two supervised works.</p> <p>If the student has any doubts about the theoretical content of the material explained in class, he or she may consult the teacher and establish a tutoring schedule to facilitate the student's follow-up.</p> <p>Students with part-time dedication: personalized attention for part-time students is the same as for full-time students.</p> <p>Tutoring in two small groups will be carried out either in person or online</p>
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Assessment			
Methodologies	Competencies / Results	Description	Qualification
Supervised projects	A2 A6 A7 A10 A11 C1 C4 C5	<p>Practical work related to the theoretical content explained in class. These are practical works to apply theoretical knowledge on each topic.</p> <p>These works must be carried out by the students in groups for presentation in the classroom.</p> <p>In this block a minimum is established to be able to pass the subject. Regardless of the grade obtained in the multiple-choice theoretical test, a minimum score of 5 points out of 10 must be obtained in this block of practical work for the subject to be considered passed.</p>	50
Multiple-choice questions	B1	<p>Multiple choice multiple choice questions (four options).</p> <p>The multiple-choice test establishes a minimum to pass the subject. Regardless of the grade achieved in the practical part, a minimum score of 5 points out of 10 must be obtained in the multiple choice test, for the subject to be considered passed.</p> <p>Class attendance will grant 0.5 additional points on the multiple-choice test grade, as long as the grade is a minimum of 4.5 points out of 10.</p> <p>The multiple response test will be taken on the date established in the official academic calendar.</p>	50

Assessment comments



A) ASSESSMENT RULES:

1. Conditions of assessment: access to the exam room with a decal device that allows external communication and/or storage of information is prohibited. 2. Identification of the student: the student must prove his or her identity according to current regulations. B) TYPES OF DEGREES: 1. Qualification not presented: corresponds to the student, when he only participates in assessment activities that have a weight less than 20% of the final qualification, regardless of the qualification obtained. 2. Students with part-time dedication recognition and academic exemption from attendance exemption: or students with part-time dedication recognition, even if they are exempt from attendance, will be validated under the same criteria as those of full-time. C) EVALUATION OPPORTUNITIES:

1. First opportunity: the evaluation criteria previously indicated in this section will be applied.
2. Second opportunity: the evaluation criteria are the same for all evaluation opportunities (if this is the case). The evaluation criteria used in the first option will also be applied in the July option. In addition, if the student does not do the group work on the first opportunity, on the second opportunity she must do individual or group work. The characteristics will be the same as in the first opportunity.
3. Early call: in the early call it is possible to recover the points of the continuous evaluation (problem solving, short answer tests, interventions during the master sessions) through additional questions to the final objective test.

C) ASSESSMENT OPPORTUNITIES: 1. First opportunity: the evaluation criteria previously mentioned in this section will be applied. 2. Second opportunity: the assessment criteria are the same for all assessment opportunities (if applicable). The evaluation criteria used in the first option will also be applied in the case. Furthermore, if the student does not do group work on the first opportunity, on the second opportunity he or she must do individual or group work. The characteristics will be the same as at the first opportunity. 3. Advanced call: in the advanced call it is possible to recover the points for continuous assessment (problem solving, short answer tests, interventions during maxistras classes) through complementary questions to the final objective test. D) OTHER NOTES FOR ASSESSMENT: If the supervised work is not approved and, therefore, if the subject is not passed, the final qualification that will appear in the corresponding record will be obtained in this block.

If you do not pass the multiple response test and, therefore, if you do not pass the subject, the final qualification that will appear in the corresponding record will be obtained in this block. If you do not achieve 5 in any of the two parts, and therefore do not pass the subject, the final grade that will appear in the record will be the average of both blocks (tutored work and multiple response test).

The development of the practical part will be valued in the following way: -To apply two theoretical foundations. -A originality of two jobs. -The quality of the oral presentation in the classroom -Precision, clarity of presentation and quality of answers to the teacher's questions. The sources used in preparing the work

The fraudulent performance of tests or assessment activities will directly imply the qualification, once published as a '0' failure in the matter in the corresponding call, leaving the qualification obtained in all the assessment activities of the extraordinary call without effect. D) OUTRAS OBSERVACIÓNS DA AVALIACIÓN:

No caso de Non ter aprobados os traballos tutelados e, polo tanto, de Non superar a materia, a cualificación final que constará na correspondente acta será a obtida neste bloque.

No caso de Non ter superado a proba de resposta múltiple e, polo tanto, de Non superar a materia, a cualificación final que constará na correspondente acta será a obtida neste bloque.

No caso de Non acadar 5 en ningunha das dúas partes, e polo tanto Non superar a asignatura, a nota final que constará na acta será a media de ambos bloques (traballos tutelados e proba de resposta múltiple).

No desenvolvemento da parte práctica valorarase:

-A aplicación dos fundamentos teóricos.

-A orixinalidade dos traballos. -A calidade da presentación oral na aula -Precisión, claridade da presentación e a calidade das respostas ás preguntas do profesorAs fontes utilizadas na preparación do traballo

A realización fraudulenta das probas ou actividades de avaliación implicará directamente a cualificación, unha vez publicada de suspenso '0' na materia na correspondente convocatoria, quedando sen efecto calquera cualificación obtida en todas as actividades de avaliación da convocatoria extraordinaria.



Basic	<ul style="list-style-type: none">- Santesmases, M. (2012). Marketing. Conceptos y Estrategias. Pirámide, Madrid, 6ª ed.- Kotler, Phillip, & Armstrong, G. (2021). Principles of Marketing. Pearson- Kotler, Phillip & Armstrong, Gary, (2018). Principios de Marketing. Perason- Calvo-Porrá, C & Stanton, J.L. (2017). Principles of Marketing. ESIC
Complementary	

Recommendations

Subjects that it is recommended to have taken before

Subjects that are recommended to be taken simultaneously

Subjects that continue the syllabus

Other comments

1. Two ethical principles related to sustainability values ??and personal and professional behavior must be taken into account.

2. Work to identify and modify sexist prejudices and attitudes, and influence as a means to modify them and promote values ??of respect and equality. 3. Facilitate the full integration of students who, for physical, sensory, psychological or sociocultural reasons, experience difficulties in accessing university life with adequate success, equality and profitability.

https://www.udc.es/export/sites/udc/normativa/_galeria_down/estudiantes/Normativa_ADI.pdf_2063069294.pdf

4. The compatibility of the academic and sporting activities of students who have or recognize the status of high-level athlete (DANUDC) or athlete of a qualified or similar level will be enhanced, facilitating processes such as changes in teaching groups, schedules. ou exams, in order to allow you to make your learning compatible with your responsibilities and sporting activities.

https://sede.udc.gal/services/electronic_board/EXP2021/006963/document?logicalId=60063477-81aa-4320-84cd-114f4aeae4a7&documentCsv=K5VNMf199EV2JUQLKAR00EQLKAR05. All material prepared by teachers of the subject is subject to intellectual property rights. It may not be used, in any case, without the express authorization of its authors.Enviar comentarios

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