



Teaching Guide				
Identifying Data				2015/16
Subject (*)	Introdución ao Marketing	Code	611G02015	
Study programme	Grao en Administración e Dirección de Empresas			
Descriptors				
Cycle	Period	Year	Type	Credits
Graduate	1st four-month period	Second	Obligatoria	6
Language	SpanishEnglish			
Teaching method	Face-to-face			
Prerequisites				
Department	Análise Económica e Administración de Empresas			
Coordinador	Martinez Fernandez, Valentin	E-mail	valentin.martinez@udc.es	
Lecturers	Calvo Dopico, Domingo Javier Calvo Porral, Cristina Juanatey Boga, Oscar Losada López, José María Martinez Fernandez, Valentin Rey García, Marta Rodríguez Fernández, María Magdalena Rodríguez Vázquez, Clide	E-mail	domingo.calvo.dopico@udc.es cristina.calvo@udc.es oscar.juanatey.boga@udc.es jose.maria.losada@udc.es valentin.martinez@udc.es marta.reyg@udc.es magdalena.rodriquez@udc.es c.rodriquezv@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 / 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
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	
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. Regular attendance in class will be assessed to the grade for the course.
Workbook	A case study will be provided to each group shall solving throughout the academic year. It will monitor the work according to a plan of tutorials. The group will make a presentation at the end of the course and resolve questions put to them about the same (see following methodology)
Oral presentation	The working group shall submit at the end of the course the case study and, additionally, should answer the questions that arise that day
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 individually. Each question answered penalizes the score (a wrong question has a penalty of one third the value of the question -0.17)

Personalized attention	
Methodologies	Description
Oral presentation Guest lecture / keynote speech Workbook	Case study and oral presentation: The members of the team must defend the case study in the two last weeks of the semester.  Also, if you have any questions concerning the material discussed in class, you can consult with the teacher in his office or schedule another time to answer questions and facilitate the monitoring of student

Assessment			
Methodologies	Competencies / Results	Description	Qualification



Multiple-choice questions	A1	<p>Multiple choice test questions (four options).</p> <p>There will be two partial exams along the course. Students will be informed about the data and the content of the exam. These exams will be multiple-choice, fill in blank and/or short questions about the lessons included in each part. First part will include from lesson 1 till lesson 5 and the ponderation is 40% and the second from lesson 1 till lesson 9 (ponderation of 60%).</p> <p>Regardless the grade achieved in the case study, if the student cannot reach a minimum score of 5,5 out of 10 -after the weight average of these parts- on each part, the multiple choice test will not count this note and the subject is considered no pass.</p> <p>Questions that are wrong answers will be penalized. The multiple choice test sets a minimum to pass the course. That is, regardless of the grade achieved in the case study, if the student cannot reach a minimum score of 4,5 out of 10 on the multiple choice test will not count this note and the subject is considered no pass.</p> <p>Attendance and participation in class can give an extra calification to the qualification in the examn.</p>	60
Workbook	A6 A8 A11	<p>The working group should make a presentation of the Case Study and solve questions/exercise made in class.</p> <p>The possibility to make the deffense will depend on the final number of small working groups.</p>	40

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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The proposed methodology seeks two main objectives: i) to create incentives for the student to work on a continuous basis along the term, and ii) to promote self-study strategies. With this aim, the student is asked to:

As for the final exam, students should take into account the agreements of the Executive Committee of the Faculty of Economics and Business (6th July 2011).

Absent qualification. This qualification will be assigned, exclusively, to those students that had participated in evaluation activities with a weighting lower than 20% of the final qualification, independently of the mark obtained in these activities.

Final exam. It is forbidden to access the classroom where the exam is held with any machine that allows communication with the outside and/or the saving of information.

Evaluation in the July option. The evaluation criteria used in the first option applies also in the July option.

Finally, in the case (and just in the case) students are awarded with an extra evaluation option ("avaliación adelantada"), they should take an exam which will be designed to evaluate all competencies and contents of the course.

### Sources of information

<b>Basic</b>	- Santesmas, M. (2012). Marketing. Conceptos y Estrategias. Pirámide, Madrid. 6ª ed. - Santesmas, M. (2011). Fundamentals of Marketing. Pirámide, Madrid
<b>Complementary</b>	

### Recommendations

#### Subjects that it is recommended to have taken before

Economía da Empresa: Dirección e Organización/611G02008

#### Subjects that are recommended to be taken simultaneously

Dirección Estratéxica e Política Empresarial I/611G02025

#### Subjects that continue the syllabus

Investigación de Mercados/611G02024

Distribución Comercial/611G02030

Dirección Comercial/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.