



Teaching Guide

Teaching Guide				
Identifying Data				2016/17
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 Porral, Cristina Martinez Fernandez, Valentin Rodríguez Fernández, María Magdalena Rodríguez Vázquez, Clide		E-mail	cristina.calvo@udc.es valentin.martinez@udc.es magdalena.rodriguez@udc.es c.rodriguezv@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 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	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
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 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	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	Description	Qualification
Multiple-choice questions	A1	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. Class attendance will give an extra 0,5 points punctuation on the final score, provided that the student reaches the threshold of 4,5 point out of 10, as long as the student does not have two absences from theoretical classes, plus two absences in practical classes. In the case that the student fails the test exam; and in turn, the course is not approved, the final grade would be calculated as the punctuation in the test weighted to the 60%	60



Workbook	A6 A8 A11	The working group should make a presentation of the Case Study and solve questions/exercise made in class. The possibility to make the defense will depend on the final number of small working groups.	40
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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 reviewEvaluation in the July option. The evaluation criteria used in the first option applies also in the July option.

Sources of information

Basic	- Santesmases, M. (2012). Marketing. Conceptos y Estrategias. Pirámide, Madrid. 6ª ed. - Santesmases, M. (2011). Fundamentals of Marketing. Pirámide, Madrid
Complementary	

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.