



| Teaching Guide      |   |        |  |         |
|---------------------|---|--------|--|---------|
| Identifying Data    |   |        |  | 2019/20 |
| 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          | EconomíaEmpresa   |        |  |         |
| Coordinador         | Martinez Fernandez, Valentin  | E-mail | valentin.martinez@udc.es   |         |
| Lecturers           | Calvo Porral, Cristina<br>Losada López, José María<br>Martinez Fernandez, Valentin<br>Membiola Pollán, Matías Enrique<br>Rodríguez Vázquez, Clide<br>Sánchez Amboage, Eva | E-mail | cristina.calvo@udc.es<br>jose.maria.losada@udc.es<br>valentin.martinez@udc.es<br>matias.membiola@udc.es<br>c.rodriguezv@udc.es<br>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                   |        |  |         |
| Contingency plan    |   |        |  |         |

| 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<br>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<br>A8                    | B8<br>B9       | C5<br>C7 |
| To understand the importance of entrepreneurial culture and know the means available to the entrepreneurs.        | A11<br>A12                  | B10            |          |
| To know coaching issuing reports on specific situation of companies and markets.                                  | A3<br>A4                    | B3<br>B4       | C1<br>C4 |
| To identify as relevant economic information sources and its content  | A5<br>A6<br>A9              |                |          |
| To design and implement a marketing plan  | A4<br>A5<br>A6              | B5<br>B6<br>B7 | C6<br>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<br>LESSON 3. CONSUMER BEHAVIOR<br>LESSON 4. MARKET SEGMENTATION AND POSITIONING<br>LESSON 5. MARKET RESEARCH (tutorial job)<br>LESSON 6. MARKETING STRATEGIES |
| PART III. MARKETING-MIX VARIABLES                | LESSON 6. THE ROLE OF MARKETING STRATEGY<br>LESSON 7. THE PRODUCT AND BRAND<br>LESSON 8. THE PRICE<br>LESSON 9. COMMERCIAL DISTRIBUTION<br>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<br>B2 B3 B4 B5 C6 C7<br>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<br>Guest lecture / keynote speech<br>Workbook | Case study and oral presentation: The members of the team must defend the case study in the two last weeks of the semester.<br><br>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        | <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>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.</p> <p>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%</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 defense will depend on the final number of small working groups.</p>  | 40 |

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

**Sources of information**

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

**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

Bussiness 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.