

## 1. BASIC INFORMATION

<b>Course</b>	Marketing
<b>Degree program</b>	Bachelor's Degree in Business Analytics
<b>School</b>	Social Sciences and Communication
<b>Year</b>	1st
<b>ECTS</b>	6 ECTS
<b>Credit type</b>	Core
<b>Language(s)</b>	Spanish
<b>Delivery mode</b>	On campus
<b>Semester</b>	First semester
<b>Academic year</b>	2024-25
<b>Coordinating professor</b>	JOSE LUIS GONZALEZ PORRAS

## 2. PRESENTATION

Peter Drucker said that marketing and innovation were the two fundamental functions of a business, while Michael Porter included them within the primary functions of his value chain model. Therefore, it seems necessary to include them in any program relating to business management. The Marketing subject area is aimed at introducing students to the discipline of marketing, which involves explaining the need-want-demand process in order to understand how the role of marketing should be in charge of channelling the company's value offer towards the market demand. To achieve this successfully, students will be taught how to analyse the environment, to then adjust the marketing mix (product, price, distribution and communication) to consumer demand.

## 3. COMPETENCIES AND LEARNING OUTCOMES

### Basic skills:

- CB3: Students have the ability to gather and interpret relevant data, normally within their area of study, to form opinions which include reflecting on relevant social, scientific or ethical matters.
- CB4: Students can convey information, ideas, problems and solutions to both specialist and non-specialist audiences.

### Cross-curricular skills:

No data available.

### Specific skills :

- CE07: Ability to identify and understand the marketing department and commercial department in the company and apply the different tools available for their management, as well as to know their main relations with other departments.

- CE13: Ability to understand and analyse consumer behaviours: evaluate and predict behaviours and trends in the different audiences in which the consumers are classified in relation to a particular product or service, both geographically and culturally or in terms of population segments.
- CE21: Ability to segment and select the appropriate target audience to the interests of each business initiative.
- CE24: Ability to identify the information needs, depending on the set objectives.
- CE32: Business orientation: demonstrate through decisions that the cost of obtaining information should be less than the benefit of applying it.

**Learning outcomes :**

- RA1: To understand the role of the marketing function within the company.
- RA2: To learn and understand how markets work.
- RA3: To analyse the environment in order to be able to plan, execute and control marketing activities.
- RA4: To be able to formulate guidelines based on consumer needs in order to design solutions and concepts that can be developed into future products.
- RA5: To determine price strategies.
- RA6: To understand the basic function of commercial distribution systems.
- RA7: To determine the company's communication needs.

The following table shows how the skills developed in the subject area relate to the intended learning outcomes:

Competencies	Learning outcomes
CB4, CE07, CE32.	RA1: To understand the role of the marketing function within the company.
CB3, CB4, CE13, CE21, CE24, CE32	RA2: To learn and understand how markets work.
CB3, CB4, CE07, CE13, CE24, CE32.	RA3: To analyse the environment in order to be able to plan, execute and control marketing activities.
CB3, CB4, CE07, CE13, CE21, CE24, CE32.	RA4: To be able to formulate guidelines based on consumer needs in order to design solutions and concepts that can be developed into future products.
CB3, CB4, CE07, CE21	RA5: To determine price strategies.
CB3, CB4, CE07, CE21, CE24, CE32.	RA6: To understand the basic function of commercial distribution systems.
CB3, CB4, CE07, CE13, CE21, CE24, CE32.	RA7: To determine the company's communication needs.

## 4. CONTENT

- Strategic planning and marketing.
- Analysis of the internal and external environment.

- Analysis of the market and the competition.
- The product
- The price.
- The commercial distribution.
- The commercial communication.

The subject is organised into five learning units (UA) of theoretical content, which in turn are divided into four topics: The sixth unit is oriented towards the implementation and presentation of a group project which applies the content of the whole year.

#### **Unit 1: Introduction to marketing**

The aim of this unit is to introduce the basic concepts of marketing, as well as the tools necessary to become familiar with the market, anticipate and satisfy demand, and achieve customer retention.

- 1.1. Foundations of marketing.
- 1.2. Basic elements of marketing.
- 1.3. The orientation of the company.
- 1.4. The marketing plan.

#### **Unit 2: *Strategic marketing: marketing environment and market***

The aim of this unit is to know the elements, phases and tools necessary to carry out strategic Marketing planning.

- 2.1. The macroenvironment.
- 2.2. The microenvironment.
- 2.3. The consumer markets and services
- 2.4. The marketing plan.

#### **Unit 3: *Market segmentation, positioning and demand analysis***

The aim of this unit is to explain why companies segment markets, the stages into which the process is divided, as well as the appropriate variables to achieve the company's ideal positioning.

- 3.1. Concept and objectives of market segmentation.
- 3.2. Levels of segmentation.
- 3.3. Market segmentation method.
- 3.4. Positioning and differentiation strategies.

#### **Unit 4: Operational marketing: Product and price.**

The aim of this unit is to analyse and identify the importance of instruments, products, prices and how they are interrelated.

- 4.1. Definition, classification and attributes of the product
- 4.2. The brand
- 4.3. Life-cycle of a product and launch strategies
- 4.4. Price

#### **Unit 5: Operational marketing: Distribution.**

The aim of this unit is to analyse and identify the role of commercial distribution.

- 5.1. Definition and function of distribution
- 5.2. Selection of distribution channels
- 5.3. Classification of intermediaries
- 5.4. Commercial distribution formats in Spain

**Unit 6: Operational marketing: Communication** The aims of this unit are:

- 6.1. Concepts and elements of communication
- 6.2. Publicity and Public Relations
- 6.3. Sponsorship and promotion of sales.

## 5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methods are as follows:

- Lecture / Web conference
- Case studies
- Collaborative learning
- Problem-based learning
- Simulation environments

## 6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Learning activity	Number of hours
Tutorials	10
Lectures	28
Asynchronous lectures	12
Case studies	10
Problem Solving	10
Oral presentations	15
Writing reports and papers	21
Independent working	40
Knowledge tests	4
<b>TOTAL</b>	<b>150 h</b>

## 7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Assessment system	Weight
Knowledge tests	40%
Case studies, problem solving and project development	20%
Written reports	15%
Oral presentations	25%

On the Virtual Campus, when you open the subject area, you can see all the details of your assessable tasks and the deadlines and assessment procedures for each task.

Regarding the group tasks, any students who join the subject later in the semester due to enrolment reasons, and always with prior authorization from the coordinator, must carry out the tasks individually.

### 7.1. First exam period

To pass the subject area in the ordinary exam period you must obtain a grade higher than or equal to 5 out of 10 in the final grade (weighted average), keeping in mind that:

The knowledge test will count for 40% of the final grade. It is compulsory to pass this knowledge test with a minimum grade of 5. As for the final objective test, if it consists of several parts, it will be left to the professor's discretion to generate an average between the different parts of the test.

The rest of the tasks, including case studies, questionnaires, problem-solving and project development, reports and papers and oral presentations, will count for 60% of the final grade. It will be averaged with the knowledge test as long as the compulsory requirement of obtaining a minimum grade of 5 is fulfilled. Work submitted after the deadline set by the professor will not be accepted.

Also, in order to be assessed, the student's attendance must be above 50%. The university regulations will be followed and no form of plagiarism will be accepted.

### 7.2. Second exam period

To pass the subject area in the ordinary exam period you must obtain a grade higher than or equal to 5 out of 10 in the final grade (weighted average), keeping in mind that:

The knowledge test will count for 40% of the final grade. It is compulsory to pass this knowledge test with a minimum grade of 5. As for the final objective test, if it consists of several parts, it will be left to the professor's discretion to generate an average between the different parts of the test.

The rest of the tasks, including case studies, questionnaires, problem-solving and project development, reports and papers and oral presentations, will count for 60% of the final grade. It will be averaged with the knowledge test as long as the compulsory requirement of obtaining a minimum grade of 5 is fulfilled. Work submitted after the deadline set by the professor will not be accepted.

Also, in order to be assessed, the student's attendance must be above 50%. The university regulations will be followed and no form of plagiarism will be accepted.

## 8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

## 9. BIBLIOGRAPHY

The main reference work for this subject is:

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The recommended Bibliography is:

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## 10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the students inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by means of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunities for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

[orientacioneducativa@universidadeuropea.es](mailto:orientacioneducativa@universidadeuropea.es)

## **11. ONLINE SURVEYS**

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the “surveys” section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.