

1. BASIC DATA

Subject	Marketing Fundamentals
Degree	Degree in Marketing
School/Faculty	Social and Communication Sciences
Course	First
ECTS	6 ECTS
Character	Basic
Languages	Spanish and English
Mode	On-site
Semester	First semester
Academic year	2025-2026
Coordinating teacher	Nuria Alabau Tejada
Teaching	Albert Budica

2. PRESENTATION

The Marketing Fundamentals course is part of the Marketing Module. This module is developed through vertical integration over the four years of training required for the Marketing Degree.

This course has a total of 6 ECTS credits, in which students will acquire theoretical and practical skills to implement, in the future, fundamental marketing knowledge that will subsequently lead to the creation of marketing reports. All of this will be achieved through a critical analysis of the information handled using various relevant tools.

3. COMPETENCES AND LEARNING OUTCOMES

Basic competencies: • CB3

- That students have the ability to gather and interpret relevant data (normally within their area of study) to make judgments that include reflection on relevant topics of a social, scientific or ethical nature
- CB5 - That students have developed the learning skills necessary to undertake further studies with a high degree of autonomy.

Transversal skills:

- CT04 - Communication skills: That the student is able to express concepts and ideas in a effective, including the ability to communicate in writing concisely and clearly, as well as speaking in public effectively.

Specific skills:

- CE01 – Ability to understand the function of marketing instruments and their contribution to achieve the company's strategic objectives in a national and international environment.
- CE02 – Ability to understand how marketing actions should be designed based on the optimal use of the marketing mix.
- CE04 - Ability to identify market needs in order to offer solutions that can meet consumer expectations.
- CE07 - Use and interpret the technical and computer tools necessary for administration effective and efficient of a company.
- CE16 - Ability to produce corporate, competitive and communication business strategies of the company to apply them to the marketing actions of segmentation, positioning, growth, and innovation.
- CE21 - Knowledge and understanding of business, economic, legal and CSR aspects that marketing actions entail in order to apply them in marketing planning.
- CE24 - Ability to propose new ideas and seek marketing solutions taking into account the cultural, ethnic, demographic, etc. diversity of the market that allows the company to improve its positioning.

Learning outcomes:

- RA 1: Understand the role of the marketing function within the company.
- RA 2: Know and understand how markets work.
- RA 3: Analyze the environment to be able to plan, execute and control marketing actions.
- RA 4: Based on consumer needs, formulate guidelines for the design of solutions and concepts that can become future products.
- RA 5: Determine pricing strategies.

The table below shows the relationship between the skills developed in the subject and the learning outcomes pursued:

Competencies	Learning outcomes
CB03, CB05, CE01, CE21	RA 1: Understand the role of the marketing function within the company.
CB03, CB05, CE01, CE01, CE21	RA 2: Know and understand how markets work.
CB03, CB05, CT04, CE01, CE02, CE04, CE07, CE16, CE21, CE24	RA 3: Analyze the environment to be able to plan, execute and control marketing actions.
CB03, CB05, CT04, CE01, CE02, CE04, CE07, CE16, CE21, CE24	RA 4: Based on consumer needs, formulate guidelines for the design of solutions and concepts that can become future products.
CB03, CB05, CT04, CE01, CE02, CE04, CE07, CE16, CE21, CE24	RA 5: Determine pricing strategies.

4. CONTENTS

- Strategic marketing planning.
- External environment analysis: analysis of the political, economic, and social environments surrounding the company.

Market and competition analysis: Study of entry and exit barriers in financial markets

- The product: supplier and customer analysis
- Price: competition and the substitute product

5. TEACHING-LEARNING METHODOLOGIES

The following are the types of teaching-learning methodologies that will be applied:

- Master class
- Case method
- Cooperative learning
- Problem-based learning
- Learning based on group and individual projects
- Simulation environments

6. TRAINING ACTIVITIES

The following identifies the types of training activities that will be carried out and the student's time commitment for each of them:

On-site modality:

Training activity	Number of hours
Tutorial	12h
Master classes	32h
Asynchronous master classes	10am

Self-employment	40h
Oral presentations	1 p.m.
Case analysis and problem solving	8pm
Group participatory activities	8pm
Knowledge test	3h
TOTAL	150h

7. EVALUATION

The evaluation systems and their weighting in the total grade for the subject are listed below:

In-person modality:

Evaluation system	Weight
Knowledge test	40%
Oral presentations	10%
Reports and writings	15%
Case / problem	25%
Performance Observation	10%

On the Virtual Campus, when you access the course, you can view the detailed assessment activities you must complete, as well as the due dates and assessment procedures for each one.

7.1. Ordinary call

To pass the subject in the regular exam session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject.

In any case, you'll need to obtain a grade greater than or equal to 5.0 on the final test so that it can be averaged with the rest of the activities.

- The student will be responsible for the delivery of his/her activities or projects, entailing the penalty for assignments submitted after the stipulated deadline.
- The student will have a deadline for submitting the activities or projects that he/she will be absent until the day before the exam in the ordinary session.
- The Degree is taken in person, so the student must attend regularly, passing attendance in each class and achieving at least 60%. Otherwise, the student You may take the exam in the regular session but your test will not be corrected. knowledge; it is more convenient to appear in person at the extraordinary meeting. The use of Teams is subject to justified situations in which the student cannot attend class, counting their virtual attendance as valid.

7.2. Extraordinary call

To pass the subject in the regular exam session, you must obtain a grade greater than or equal to 5.0 out of 10.0 in the final grade (weighted average) for the subject.

In any case, you'll need to obtain a grade greater than or equal to 5.0 on the final test so that it can be averaged with the rest of the activities.

Any activities that were not passed during the regular session must be submitted after receiving the corresponding corrections from the teacher, or those that were not submitted.

- The student will be responsible for the delivery of his/her activities or projects, entailing the penalty for assignments submitted after the stipulated deadline.
- The student will have a deadline for submitting the activities or projects that he/she will be absent until the day before the exam in the ordinary session.
- The Degree is taken in person, so the student must attend regularly, passing attendance in each class and achieving at least 60%. Otherwise, the student You may take the exam in the regular session but your test will not be corrected. knowledge; it is more convenient to appear in person at the extraordinary meeting. The use of Teams is subject to justified situations in which the student cannot attend class, counting their virtual attendance as valid.

8. SCHEDULE

This section indicates the schedule with dates for submitting evaluable activities for the subject:

Evaluable activities	Date
Activity 1	Week 3
Activity 2	Week 5
Activity 3	Week 7
Activity 4	Week 10
Activity 5	Week 13-15
Activity 6	Week 18

This schedule may be subject to changes due to logistical reasons. Students will be notified of any changes in a timely manner.

9. BIBLIOGRAPHY

The reference work for following the subject is:

- Kotler, P., & Armstrong, G. (2013). Marketing Fundamentals (13th Ed.) Pearson

Recommended bibliography is provided below:

- Solomon, M.R. (2019). Consumer Behavior: Understanding, Predicting, and Influencing (12th ed., trans. by M. Ruiz). Pearson Education.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2021). Marketing 5.0: Technology for Humanity (1st ed.). Pearson Education.
- Armstrong, G., & Kotler, P. (2022). Marketing Essentials (9th ed., trans. by J. Pérez). Pearson Education.

10. EDUCATIONAL GUIDANCE UNIT, DIVERSITY AND INCLUSION

From the Educational Guidance, Diversity, and Inclusion Unit (ODI), we offer support to our students throughout their university life to help them achieve their academic goals. Other pillars of our work include the inclusion of students with specific educational support needs, universal accessibility across the university's various campuses, and equal opportunities.

From this Unit, students are offered:

1. Accompaniment and monitoring through the implementation of personalized advice and plans students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made, that is, at the level of methodology and evaluation, in those students with specific support needs educational, thereby pursuing equal opportunities for all students.
3. We offer students different extracurricular training resources to develop various skills that will enrich their personal and professional development.
4. Vocational guidance through the provision of tools and advice to students with vocational doubts or who believe they have made a mistake in choosing their degree.

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

orientacioneducativa.uev@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

The European University encourages you to participate in satisfaction surveys to identify strengths and areas for improvement regarding the faculty, the degree, and the teaching-learning process.

Surveys will be available in the survey space on your virtual campus or via email.

Your feedback is essential to improve the quality of the degree.

Thank you very much for your participation.