

## 1. BASIC INFORMATION

Course	Introduction to Marketing
Degree program	International Business
School	Social Sciences and Communication
Year	1st
ECTS	6 ECTS
Credit type	Basic
Language(s)	English
Delivery mode	On-Campus
Semester	S2
Academic year	2024-2025
Coordinating professor	Laura Juárez
Professor	

## 2. PRESENTATION

The subject of Introduction to Marketing is a part of the International Business degree and provides the basics skills and knowledge to manage the first steps in the marketing process.

## 3. COMPETENCIES AND LEARNING OUTCOMES

### Core competencies:

- BS2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.
- BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.
- BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

### Cross-curricular competencies:

- CC5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.
- CC6: Oral and written communication skills: The ability to transmit and receive information, ideas, opinions and attitudes for the purposes of comprehension and action, oral communication involving speech and gestures, and written communication writing and/or graphics.

- CC16: Decision making: The ability to make a choice between two or more existing alternatives to effectively resolve different situations or problems.

**Specific competencies:**

- SS7: Ability to use the management tools available in the area of marketing and commercial management, in the context of international business.
- SS11: Ability to analyze and evaluate macroeconomic information in new competitive environments when making strategic business decisions.
- SS13: Ability to analyze and evaluate, in international social environments, the new competitive markets when making strategic business decisions.
- SS15: Ability to perform market analysis prior to making decisions on international expansion and business growth.
- SS16: Ability to select the best strategic planning, marketing and commercial alternatives, which are then implemented in the markets and companies in which the business activity takes place, in a context of globalized and interdependent environments.

**Learning outcomes:**

- LO1. The student will learn about the tools of operational marketing and its application in the international arena.
- LO2. The student will be able to master the theoretical-practical aspects of the marketing mix.
- LO3. The student will be able to apply with judgment the different resources of marketing tactics etc. to put them at the service of the international strategic objectives of a company, institution or NGO.

The following table shows the relationship between the competencies developed during the course and the learning outcomes pursued:

Competencies	Learning outcomes
BS2, BS3, BS4 CS5, CS6, CS16 SS7, SS11, SS13, SS15, SS16.	LO1
BS2, BS3, BS4 CS5, CS6, CS16 SS7, SS11, SS13, SS15, SS16.	LO2
BS2, BS3, BS4 CS5, CS6, CS16 SS7, SS11, SS13, SS15, SS16	LO3

## 4. CONTENT

- Introduction to Marketing
- Marketing Planning
- The Marketing environment
- Consumer's buying behavior
- The purchasing behavior of Organizations: the complex sale

- Market Segmentation
- Analysis of demand.

## 5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Master class
- Case method

## 6. LEARNING ACTIVITIES

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

**Campus-based mode:**

Learning activity	Number of hours
Master Classes	23 h
Oral Presentations	15 h
Autonomous Learning	50 h
Tutorials	10h
Case studies	30h
Asynchronous master classes	7h
Debates & Colloquia	10h
Formative assesment	5h
<b>TOTAL</b>	<b>150h</b>

## 7. ASSESSMENT

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

**Campus-based mode:**

Assessment system	Weight
Knowledge tests	50%
Oral Presentation	20%

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you have to complete, as well as the delivery deadline and assessment procedure for each one.

### 7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the practical exams in order for it to count towards the final grade along with all the grades corresponding to the other activities.

### 7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 5.0 in the practical exams in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

## 8. SCHEDULE

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

Assessable activities	Deadline
Activity 1	Weeks 1-7
Activity 2	Week 8-13
Activity 3	Weeks 14-17
Exams	Week 16

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. BIBLIOGRAFÍA

The main reference work for this subject is:

- Louis, C. O., & Santesmases, M. M. (2011). Fundamentals of marketing. Madrid: Pirámide.

The recommended Bibliography is:

- Baena, G. V., & E-libro, Corp. (2011). Fundamentos de marketing: Entorno, consumidor, estrategia e investigación comercial. Barcelona: UOC.
- Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008). Principles of marketing. Harlow, Essex: Prentice Hall.

## 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 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.