

1. OVERVIEW

Subject area	Marketing
Degree	Bachelor's Degree in Business Administration and Management
School/Faculty	SOCIAL SCIENCE AND COMMUNICATION
Year	First
ECTS	6 ECTS
Type	Core
Language(s)	Spanish and English
Delivery mode	On campus/Online
Semester	First
Year	2024/2025
Coordinating professor	Antonio Salas Fuentevilla

2. INTRODUCTION

Marketing is a compulsory subject area within the Bachelor's Degree in Business Administration and Management, taught in the first term of the first year. It is worth 6 ECTS credits, like all other compulsory subjects in the course.

The importance of this subject area within the curriculum is clear, given that we are training future experts in business administration and management who, regardless of their area of professional development, need knowledge of the market, how to segment it, the different tools available to attract and keep customers, as well as the elements of a marketing mix (production, price, place, promotion).

The learning objectives are:

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

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish):

CON1. Define the fundamental concepts of business, entrepreneur and the business environment, as well as the key functional areas of a company such as organisation in a market economy.

- To understand the role of the marketing function within the company.
- Reflect on the basic operation of distribution systems.

CON3. Identify basic concepts related to the theory of business economics and the tools that allow the analysis of the general and specific environment of organisations.

- Describe and understand how markets work.

Abilities (HAB, by the acronym in Spanish):

HAB3. Apply practical consultancy actions in different areas of business management that are seen in the real business world.

- Formulate guidelines for the design of solutions and concepts that could become future products, based on the needs of the consumer.
- Design pricing strategies.
- Design a company's communication needs.

HAB4. Analyse economic/financial, marketing and human capital business operations within organisations oriented towards continuous improvement, sustainability and good governance.

- To analyse the environment in order to be able to plan, execute and control marketing activities.

HAB7. Analyse consumer behaviour: evaluate and predict behaviour and trends in the different audiences in which consumers are classified in relation to a particular product or service, both geographically and culturally or in terms of population segments.

Skills (COMP, by the acronym in Spanish):

COMP03. Identify and understand a company's accounting, human resources, marketing, sales and production departments, applying the various tools available for their management.

4. CONTENTS

This subject area is organised into 7 learning units:

1. Strategic planning of marketing.
2. Analysis of the internal and external environment.
3. Analysis of the market and the competition.
4. Product
5. Price
6. Place
7. Promotion

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

On campus mode

1. Case studies
2. Collaborative learning
3. Problem-based learning
4. Project-based learning
5. Lectures
6. Fieldwork (visiting companies, institutions, etc.)
7. Simulation environments

Online mode

1. Case studies
2. Collaborative learning
3. Problem-based learning
4. Project-based learning
5. Lectures
6. Fieldwork (watching videos, accessing online records and registries).
7. Simulation environments

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus mode:

Learning activity	Number of hours
Lectures	40 h
Independent working	40 h
Oral presentations	15 h
Case studies and problem solving	20 h
Group work	20 h
Knowledge tests	3 h
Tutorials	12 h
TOTAL	150 h

Online mode:

Learning activity	Number of hours
Online seminars	5 h
Reading course material and consulting complementary resources	22.5 h
Individual applied activities: problems, case studies, projects	35 h
Collaborative applied activities	12.5 h
Tutorials	17.5 h
Autonomous learning	50 h
Self-assessment questionnaires and knowledge tests	7.5 h
TOTAL	150 h

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On campus mode:

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

Online mode:

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

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

Regarding the group work, 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 activities individually.

7.1. Ordinary 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 accounts for 40% of the final grade. You must achieve a grade of at least 4.0 in the knowledge test in order to calculate an average grade for the subject area. 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 activities, 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.

In addition, to be eligible for assessment, students must have an attendance record of over 50%. The university regulations will be followed and no form of plagiarism will be accepted.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period you must obtain a grade higher than or equal to 5 out of 10 in the final grade keeping in mind that:

The knowledge test accounts for 40% of the final grade. In any case, you must achieve a grade higher than or equal to 4.0 in the knowledge test, in order to determine an average grade for all assessment activities.

On the Virtual Campus, you can find information on the activities that must be carried out in order to rectify all those activities not passed nor submitted in the ordinary exam period.

Activities submitted after the deadline will not be accepted.

The university regulations will be followed and no form of plagiarism will be accepted.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Activity 1: Market segmentation	Weeks 5–7
Activity 2: Product price	Weeks 8–10
Activity 3: Distribution	Weeks 11–13
Activity 4: Communication	Weeks 14–16
Activity 5: Presentation of final Projects	Week 18
Activity 6: Final test	Week 19

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

The reference material for the subject area is as follows:

- Jobber, D. y Fahy, J. (2007) “Marketing Fundamentals”. McGraw Hill, 2nd edition.
- Ferrel, O. y Hartline, M. (2006) “Marketing Strategy”. Thomson Ed. (3rd edition).
- Kotler, P., Armstrong, G., Saunder, J. y Wong, V. (2000) “Introduction to marketing”. Prentice Hall.
- Stanton W., Etzel M. y Walker B. (2007) “Marketing Fundamentals”. Mc Graw-Hill, 14th ed.
- Kotler, P.; Keller, K. L., Marketing Management (14th edition) 2012, Pearson

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.

4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the survey area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.