

1. BASIC INFORMATION

Course	Economic Environment
Degree Program	Degree in Marketing
School	Facultad de Ciencias Sociales
Year	1
Credits (ECTS)	6 ECTS
Credit type	Basic
Language(s)	Spanish and English
Delivery mode	Presential
Semester	First semester
Academic year	2025-2026
Coordinating professor	

2. PRESENTATION

The subject of Economic Environment of the Bachelor's Degree in Marketing is an introductory subject whose general objective is for the student to know and understand the necessary tools to understand and analyse the situation and evolution of an economy. The economy as a whole is studied, highlighting the relationship between the government, families, and the private sector. We study government and central bank decisions and their effects on consumers and producers. The course includes, among other things, the use of the underlying economic theory of the production, distribution, and exchange of goods and services, the use of scarce resources, price analysis, fiscal policy, monetary and banking theory and policy, and the economic system. The use of economic principles in the resolution of economic problems is learned. By the end of the course, the student should be able to search, analyze and interpret relevant data on the socio-economic situation of a country, in order to transmit the information, ideas, problems and their possible solutions to both experts in the field and the less experienced public.

3. LEARNING OUTCOMES

Knowledge:

KNO01. Explain the concepts related to the management and administration of companies and businesses in general, as well as marketing and commercial communication in particular.

KNO04. Interpret economic and market data, determining the relevance of the information and its possible applications for decision-making and drawing conclusions.

- Explain the historical evolution of economic growth and the current situation.
- Monitor and forecast the main macroeconomic variables.
- Describe the economic environment of a country, competitive and monopolistic markets.
- Define conventional economic policy measures for the correction of imbalances.
- Apply concepts related to economic theory.

- Manage the tools of analysis and quantification. Microeconomic variables: supply, demand, elasticity and market failures.

Competencies:

CMPT8. Obtain economic and market data, determining the relevance of the information and managing its use and application for decision-making and drawing conclusions.

CMPT14. Discern between the business, economic and legal aspects involved in marketing actions, recognising the role played by CSR aspects in global society and how marketing uses it to reach the consumer.

CMPT21 Use information and communication technologies for data research and analysis, research, communication and learning.

4. CONTENTS

The contents of the subject/module are indicated below:

- Microeconomic Environment: Consumer Theory and Firm Theory
- Competitive and monopolistic markets
- Macroeconomic environment: Measurement of economic activity. Basic variables and indicators, inflation, prices and the problems derived from it
- Employment and the labour market
- Public Sector and Foreign Sector

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies that will be developed throughout the subject/module are indicated below:

- Masterclass
- Case Method
- Project-based learning

6. LEARNING ACTIVITIES

The types of training activities planned are detailed below, including the dedication in hours expected by the student for each of them:

Face-to-face modality:

Training activity	Number of hours
Master classes	12
Practical application seminars	18

Case Analysis	16
Preparation of reports and writings	8
Research and Projects	18
Freelance work	56
Debates and Colloquiums	8
Academic tutoring	12
Face-to-face assessment tests	2
TOTAL	150

7. CONTINUOUS ASSESSMENT

Each assessable learning activity represents an opportunity for the student to make progress, receive feedback, and consolidate knowledge, skills, and competences. The Learning Outcomes outlined in this guide provide direction for this process and serve as benchmarks for their achievement.

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

Campus-based mode:

Evaluation system	Weight (%)
Face-to-face assessment tests	40%-50%
Reports and Briefs	10%-20%
Case/Problem	10%-30%
Research and projects	10%-30%

In the Virtual Campus, when you access the corresponding course/module you will find information regarding the evaluation systems, including the due dates and the procedures applicable to each of them.

7.1. First exam period

In order to pass the course/module in the ordinary call, the student must obtain a grade greater than or equal to 5.0 (out of 10), in all the evaluation systems proposed in this guide. The final grade will be calculated from the weighted average of all the evaluation systems described.

If in any of the evaluation systems proposed in this guide, a grade lower than 5.0 (out of 10) is obtained, the final grade of the course/module will be “fail” even if, in the result of the weighted average, a value higher than 5.0 (out of 10) is obtained. In the latter case, the course/module would still be “failed” obtaining a final grade of 4.0 (out of 10).

Delivery of activities

Compliance with deadlines is essential to ensure the fairness and planning of the training process.

In case of not submitting an evaluable formative activity in due time and form, and without prior justification, it will not be evaluated and, therefore, will be recorded as “not submitted”.

The student is encouraged to communicate with sufficient time in advance to the teacher of the course/module, any difficulty that may affect their participation in any activity.

Attendance

Active participation in the training sessions is a key component of learning. In order to pass the course/module, at least 50% attendance is required. If this minimum percentage is not reached, the teacher may consider the course/module as “failed”, according to the evaluation regulations of the Universidad Europea de Andalucía.

7.2. Second exam period

The extraordinary exam offers a new opportunity for students to demonstrate their learning. To pass it, it will be necessary to obtain a final grade (weighted average) equal to or higher than 5.0 (out of 10.0).

Delivery of activities

The student must submit and pass those mandatory training activities not delivered or not passed in the ordinary call, respecting the new deadlines established. In case of failure to comply with these new deadlines, the activity will not be evaluated and, therefore, will be recorded as “not presented”.

8. SCHEDULE

This section presents the schedule with the delivery dates of the assessable activities of the subject:

Assessable activities	Date
Group work, phase 1	Week 5
Group work, phase 2	Week 8
Group work, phase 3	Week 11
Group work phase 4	Week 14-15
Group work presentations. Face-to-face assessment test.	Week 16-18

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in a timely manner.

9. REFERENCES

The reference work for the follow-up of the subject is:

- Muñoz Ciudad, C; Iráizoz, B; Rapún, M.: *Las cuentas de la nación I. Introducción a la economía aplicada*, Thompson Civitas, 2008, Cizur Menor.
- Muñoz Ciudad, C; Iráizoz, B; Rapún, M.: *Las cuentas de la nación II. Exercises*, Thompson Civitas, 2003, Cizur Menor.

10. AREA OF GUIDANCE, DIVERSITY AND INCLUSION

The Orientation, Diversity and Inclusion Area (ODI) offers support to students throughout their university career, with the purpose of facilitating their academic and personal development, and supporting them in achieving their goals. This area focuses its work on three fundamental pillars: the inclusion of students with specific educational support needs, the promotion of universal accessibility in the educational community and the guarantee of equal opportunities for all.

Among the services offered are:

- **Academic accompaniment and monitoring**, through the provision of counseling and the development of personalized plans aimed at those who need to improve their academic performance.
- **Attention to diversity**, through the implementation of non-significant curricular adjustments - in methodological and evaluation aspects - for students with specific educational support needs, in order to guarantee equal opportunities.
- **Extracurricular training resources**, aimed at the development of personal and professional skills that contribute to the integral growth of students.
- **Vocational guidance**, through the provision of tools and advice to those who have concerns about their choice of degree or are considering a change in their training path.

Students who need educational support can contact the area through the following email: orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Participating in satisfaction surveys is an enriching opportunity to contribute to the continuous improvement of the degree, as well as the institution. Thanks to them, it is possible to identify which aspects of academics, the teaching team and the teaching-learning process are working well and which can continue to be improved.

With the aim of encouraging active participation in the completion of surveys among students, different dissemination channels have been launched. The surveys are available in the space set up on the Virtual Campus and are also sent by email for easy access.

The answers collected allow decisions to be made that have a direct impact on the quality of the training experience and on the day-to-day life of the university community.