

**COURSE DATA****Data Subject**

Code	44851
Name	Complementary instruction course III
Cycle	Master's degree
ECTS Credits	4.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. year	Period
2235 - Master's degree Erasmus Mundus on Work, Organizational and Personnel Psycho	Faculty of Psychology and Speech Therapy	1	First term

Subject-matter

Degree	Subject-matter	Character
2235 - Master's degree Erasmus Mundus on Work, Organizational and Personnel Psycho	12 - Additional training courses	Obligatory

Coordination

Name	Department
GONZALEZ-GALLARZA GRANIZO, MARTINA	43 - Marketing and Market Research

SUMMARY

Two complementary training courses (II and III) (2 x 4 = 8 ECTS) focus on approaches, from economics and law, especially oriented to specialists in work psychology, organizations and human resources. These courses have been specially adapted to give training to the students of the Master in notions that are going to be of special use in their future professional practice. This training does not exist in degree studies and therefore is taught in the master as adapted subjects: organization of companies for work psychologists, organizations and human resources; Business strategy for work, organizations and human resources psychologists; Labor law for work psychologists, organizations and human resources.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

Other requirements

No enrollment restrictions have been specified with other subjects in the curriculum.

2235 - Master's degree Erasmus Mundus on Work, Organizational and Personnel Psycho

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Que los estudiantes sean capaces de actualizar y desarrollar sus competencias, conocimientos y habilidades de acuerdo con los cambios de la profesión y los estándares y requisitos de la profesión psicológica, y la normativa nacional y europea.
- Que los estudiantes sean capaces de establecer y mantener relaciones con otros profesionales y con organizaciones relevantes.
- Que los estudiantes sean capaces de establecer y mantener relaciones con clientes.
- Que los estudiantes sean capaces de diseñar y gestionar la práctica mediante la cual se prestan los servicios, bien como pequeña empresa o como parte de una empresa privada o pública de mayor tamaño. Incluye aspectos operativos de personal y financieros y requiere liderazgo de los empleados.

At the end of the teaching-learning process, the student should be able to: 1. Understand other disciplinary approaches (eg, economics) that have a connection with work psychology, organizations and human resources. 2. Become familiar with a multidisciplinary approach to study and professional practice in organizations and working environments. 3. Establish dialogues with other disciplines and professionals that investigate and/or perform their professional practice in the areas of work, organizations, and human resources.



DESCRIPTION OF CONTENTS

1. Further training

Dedicated to other disciplines related to Work Psychology, Organizations and HR. The following topics are covered: the role of marketing; The process of developing a marketing plan; The market and the marketing environment; Consumer Behavior; market segmentation; Brand and product decisions, distribution, and communication pricing.

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	40,00	100
Development of group work	15,00	0
Study and independent work	15,00	0
Readings supplementary material	10,00	0
Preparation of evaluation activities	10,00	0
Preparing lectures	10,00	0
TOTAL	100,00	

TEACHING METHODOLOGY

The following teaching techniques will be used

- Oral presentations of the teacher
- Oral presentations of students
- Study and preparation of work for class
- Analysis of articles • Guided individual and / or group exercises
- Individual and / or group tutorials

EVALUATION

Students will be evaluated considering the following elements:

1. Quality of oral presentations
2. Critical analysis of the work done by the student



3. Tasks to integrate knowledge or analyze a specific topic

4. Case analysis the specific instructions for each task and the scoring criteria will be set out in the material provided by each teacher.

There is no difference between the first and the second call. In second call the student will have the possibility to return to those activities that he had not done in the first call or that he had made insufficiently, due to which he had suspended in the first call. All activities are, therefore, recoverable. Given the characteristics of the subject and the emphasis on the development of competences, it is not contemplated to carry out an examination, considering that the acquisition of such competences can not be properly evaluated through it.

REFERENCES

Basic

- Kotler, P., & Armstrong, G (2018). Principles of Marketing. Pearson/Prentice Hall, New Jersey.

Additional

- Kotler, P. y Keller, K.L (2016) Marketing Management (15th Edition) Books Pearson India Education Services
- Calvo Porral, C. and Stanton, J.L. (2017) Principles of Marketing. Esic Editorial. Madrid
- Perreault William, D., Cannon Joseph, P., & McCarthy, J. E. (2008). Essentials of Marketing. A Marketing Planning Strategic Approach. Mc Graw Hill.