



COURSE DATA

Data Subject

Code	35801
Name	Marketing
Cycle	Grade
ECTS Credits	6.0
Academic year	2019 - 2020

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	2	Second term
1330 - Degree in Business Management and Administration (Ontinyent)	Faculty of Economics	2	Second term
1921 - D.D. in Business Management Administration-Law	Doubles Studies Faculty of Law - Faculty of Economics	3	First term

Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	6 - Foundations of marketing and market research	Obligatory
1330 - Degree in Business Management and Administration (Ontinyent)	6 - Fundamentals of marketing research	Obligatory
1921 - D.D. in Business Management Administration-Law	4 - Year 3 compulsory subjects	Obligatory

Coordination

Name	Department
HERNANDEZ FERNANDEZ, MARIA ASUNCION	65 - International Law 'Adolfo Miaja de la Muela'

SUMMARY

Marketing is a core second-year course, which is taught during the second term. This course introduces the student to the discipline of marketing and will cover the following topics: marketing planning, environment and information system, consumer behaviour, segmentation and positioning, product and branding decisions, price strategies, marketing channels decisions and strategies on marketing communications.



Marketing aims providing the student with the knowledge on the marketing function in an organisation. In doing so, this course introduces the student into the basic marketing principles, decisions and techniques. Specifically, this course follows:

- To obtain a general perspective of the marketing discipline, identifying its core and main interest areas, learning its basic principles and tools, establishing connections among topics, and learning the marketing jargon.
- To understand the role of marketing in an organisation and in the society, explaining how marketing interacts with other functional areas within organisations.
- To develop individual and team working abilities, to improve communicational skill, and learn to search and analyse different types of information resources.

To analyse different marketing situations, understanding the problems an organisation may face, and suggesting decisions and actions to solve them

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 se requieren conocimientos previos

OUTCOMES

1313 - Degree in Business Management and Administration

- Have organisation and planning skills.
- Be able to use ICTs in the field of study.
- Be able to analyse and search for information from different sources.
- Be able to solve problems.
- Be able to make decisions.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.



- Be able to apply economic principles for the diagnosis and resolution of social problems such as immigration, discrimination and others that affect society and the market.
- Be able to work in a team.
- Have critical and self-critical capacity.
- Show commitment to ethics and social responsibility.
- Manage time effectively.
- Be able to learn autonomously.
- Be able to adapt to new situations.
- Show creativity.
- Show leadership and skills for mobilising the capacities of others.
- Have initiative and entrepreneurial spirit.
- Show motivation for quality.
- Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.
- Be able to coordinate activities.

LEARNING OUTCOMES

- To obtain a general perspective of the marketing discipline, identifying its core and main interest areas, learning its basic principles and tools, establishing connections among topics, and learning the marketing jargon.
- To understand the role of marketing in an organisation and in the society, explaining how marketing interacts with other functional areas within organisations.
- To develop individual and team working abilities, to improve communicational skill, and learn to search and analyse different types of information resources.
- To analyse different marketing situations, understanding the problems an organisation may face, and suggesting decisions and actions to solve them.

DESCRIPTION OF CONTENTS

1. Marketing concepts

- 1.1. Marketing and market understanding. Key concepts
- 1.2. Marketing management orientations
- 1.3. Creating value and customer relationships
- 1.4. Emerging issues in marketing



2. Marketing planning

- 2.1. Strategic planning and marketing's role
- 2.2. Marketing strategy and the marketing mix
- 2.3. Managing the marketing effort

3. Marketing environment and information

- 3.1. The microenvironment
- 3.2. The macroenvironment
- 3.3. Marketing information system
- 3.4. Marketing research

4. Consumer behaviour

- 4.1. Consumer Behaviour models
- 4.2. Characteristics affecting consumer behaviour
- 4.3. The buyer decision process
- 4.4. The buyer decision process for new products

5. Segmentation and positioning

- 5.1. Customer-driven marketing strategy
- 5.2. Market segmentation
- 5.2. Market targeting
- 5.3. Differentiation and positioning

6. Product and branding strategies

- 6.1. Product concepts and decisions
- 6.2. Services marketing
- 6.3. Branding strategy
- 6.4. New product development strategy
- 6.5. Product life-cycle strategies

7. Pricing strategies

- 7.1. What is a price?
- 7.2. Considerations affecting price decisions
- 7.3. Major pricing strategies

**8. Marketing channel strategies**

- 8.1. The nature and importance of marketing channels
- 8.2. Channel behaviour, organization and design decisions
- 8.3. Retailing
- 8.4. Wholesaling

9. Communications strategies

- 9.1. Integrated marketing communications
- 9.2. Setting the promotion budget
- 9.3. Advertising, sales promotion and public relations
- 9.4. Personal selling and direct and online marketing

WORKLOAD

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	30,00	100
Attendance at events and external activities	5,00	0
Development of group work	25,00	0
Development of individual work	5,00	0
Study and independent work	30,00	0
Readings supplementary material	5,00	0
Preparation of evaluation activities	5,00	0
Preparing lectures	10,00	0
Resolution of case studies	5,00	0
TOTAL	150,00	

TEACHING METHODOLOGY

The methodology used to teach and learn the theoretical concepts of this course combines the presentations given by the lecturer in the classroom with the reading and studying of the recommended course book and other materials by the student. Therefore, during the lectures the lecturer will present the main theoretical topics, illustrating them with up-to-date examples and developing some educational activities. At home, the student should use the course book to consolidate what has been told in class. This task will also prepare the student to solve the exercises and cases that will be dealt with in the practical classes.



The practical sessions will be devoted to the discussion of readings, case studies, audiovisual presentations and other activities that will show the real-life implementation of marketing in organizations. Students should participate actively and regularly in the discussions in order to fully understand the application of theoretical marketing concepts.

IMPORTANT!

It should be noted that this subject has **a non-recoverable continuous assessment part** (up to 1 theory point and up to 4 practice points); thus, the student must perform them throughout the course, according to the teacher's instructions. If the student does not perform these activities in class, it is not allowed to approve them through a written test capable of assessing the learning outcomes of those activities. The reason for not being recoverable is the nature of the activities (team work, classroom work, etc., whose objective is the acquisition of certain skills by the student).

EVALUATION

The course *Marketing* will be assessed according to the following:

The overall grade of the course will be obtained by weighing the grades of the theoretical and the practical assessments. The theoretical part will account for 5 points and the practical part for 5 points as well. **The student must obtain a minimum of 2.5 points in both parts in order to pass the course.**

- The **theoretical part**: This part represents 50% of the final grade of the subject. To pass this part, the student have to pass the theoretical exam (4 points) and the continuous assessment in the theoretical sessions (1 point)
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 - The theoretical exam (4 points) consists of a series of questions in which the student must demonstrate not only his mastery of the subject but also his ability to reflect and apply what he has learned.
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 - The non-recoverable continuous evaluation of the theoretical sessions (1 point) will be evaluate from exercises (outside or inside the classroom), attendance control, questions in class, participation and / or any activity that the teacher considers appropriate to follow the learning objectives
- The **practical part** will be assessed in the following way:
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 - A maximum of 2.5 points could be given for a team project that will be developed step by step during the course. Non-recoverable activity
 - A maximum of 1.5 points could be given to each student for the exercises and cases solved individually and/or in groups, and for quality class contributions. Non-recoverable activity
 - A maximum of 1 point could be given in the final written examination than will contain a question (to be answered individually) related to the practical sessions and/or the team project.



Please pay attention that this is an ongoing evaluation, so:

- Missing 1 to 3 classes of practice will mean minus 0.5 in the practice grade
- Missing 4 classes of practice will mean minus 2 in the practical grade
- Missing more than 4 classes of practice minus 2.5 in the practical grade

Alternatively, and in cases justified (Labor Contract or illness) if a student cannot attend regularly the practical classes, he/she must prepare each practice and the project individually and sit for a final practical exam. If this is your case, please, contact the lecturer at the beginning of the term (deadline 15 February).

REFERENCES

Basic

- Kotler, P. y Armstrong, G. (2017). Fundamentos de Marketing. Ed. Pearson.
- Cristina Calvo Porral, C. y Stanton, J.L. (2017) Principles of marketing, ESIC Editorial.
- Kotler, P. y Armstrong, G. (2012). Marketing. Ed. Pearson, 14ª edición.
- Kotler, P. y Armstrong, G. (2008). Principios de marketing. Ed. Pearson.
- Kotler, P. y Armstrong, G. (2012). Principles of marketing. Ed. Pearson.
- Mollá Descals, A. (Coord.) (2000). Coneixements bàsics de màrqueting. Publicacions de la Universitat de València.

Additional

- Sainz de Vicuña, J.M. (2016): El Plan de marketing en la práctica (21ª ed). Esic, Madrid.
- Kotler, P.; Keller, K.L. (2016). Dirección de Marketing. 15a ed. Pearson, México.
- Albright and Winston (2015) Business Analytics: Data Analysis for Decision Making, Cengage Learning
- Maciá, f. y Gosande, j. (2012) Posicionamiento en buscadores. Ed. Anaya, Madrid
- Avisash, K. (2011) Analítica web 2.0. Ed. Gestión 2000, Madrid

ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council



GADE Y ADE-DRET

1. Continguts / Contenidos

Se mantienen los contenidos inicialmente recogidos en la guía docente. Todos los profesores (15 en total) van a terminar el temario completo y se realizarán todas las prácticas y el trabajo en grupo tal y como estaba previsto

2. Volum de treball i planificació temporal de la docència

2. Volumen de trabajo y planificación temporal de la docencia

Mantenimiento del peso de las distintas actividades que suman las horas de dedicación en créditos ECTS marcadas en la guía docente original

Sesiones online programadas en las mismas fechas y horas con la misma duración, aunque con herramientas telemáticas

3. Metodología docente

3. Metodología docente

Propuesta de actividades por aula virtual, mediante tareas y cuestionarios

Videoconferencias síncronas con BBC y Microsoft teams, Skype

Videoconferencias asíncronas con BBC

Transparencias con power point locutadas

Desarrollo de proyectos y exposición de los mismos con power point compartido en sesiones de BBC

Tutorías mediante videoconferencia, email o WhatsApp



4. Avaluació

4. Evaluación

Mantenimiento de los porcentajes de evaluación continua (50%) y de examen (50%) tal y como figuran en la guía docente. Hemos adaptado la evaluación a las herramientas telemáticas. La valoración del trabajo en grupo se hará tras la exposición de los alumnos a través del BBC y previa entrega del power locutado

Examen de segunda convocatoria de primer semestre de ADE-DRET y GADE:

examen oral mediante videoconferencia

Examen de primera convocatoria de segundo semestre de GADE:

El Examen de teoría se realizará mediante cuestionario/ensayo (varias preguntas de teoría aplicadas al caso) en el aula virtual en el día y hora establecida en la convocatoria oficial, con un tiempo limitado para contestar online.

El examen de prácticas se realizará mediante asignación de un producto a cada alumno. Deberán contestar una serie de preguntas. Se realizará mediante aula virtual en tareas con tiempo limitado y en la fecha oficial después del examen de teoría.

5. Bibliografía

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La bibliografía recomendada se mantiene pues es accesible