



## COURSE DATA

### Data Subject

<b>Code</b>	35801
<b>Name</b>	Marketing
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	6.0
<b>Academic year</b>	2023 - 2024

### Study (s)

<b>Degree</b>	<b>Center</b>	<b>Acad. year</b>	<b>Period</b>
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 - Double Degree Program BMA and Law	Faculty of Law	3	First term

### Subject-matter

<b>Degree</b>	<b>Subject-matter</b>	<b>Character</b>
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 - Double Degree Program BMA and Law	4 - Year 3 compulsory subjects	Obligatory

### Coordination

<b>Name</b>	<b>Department</b>
TRONCH GARCIA DE LOS RIOS, JOSE EDUARDO	43 - Marketing and Market Research



## SUMMARY

The subject of Marketing pursues as a general objective that the student acquires a series of knowledge, skills, competences and abilities that can be useful for the study of the rest of subjects related to Marketing and Market Research and with the future professional practice of the student.

The general training objective mentioned above is specified in the following specific objectives:

- That the student is able to identify and define the main concepts and applications of Marketing, on which a solid and complete training on Marketing and Market Research is based.
- That the student has an overview of the most recent elements of change in the field of Marketing.
- That the student is able to distinguish the main concepts related to the four commercial policies or variables of the marketing mix (i.e. product, distribution, communication and price).
- That the student adequately applies theoretical knowledge to the resolution of practical cases, the interpretation of readings and the realization of activities, both individual and in groups, which constitute the practical part of the subject.
- That the student is able to design a set of operative decisions to launch a new product to market.
- That the student acquires the ability to efficiently use different instruments and applications of Artificial Intelligence, encouraging the search for sources of proven information and critical thinking.

In short, it is about offering an overview of the basic concepts and main applications of marketing, as well as the main decisions at the operational marketing level.

### IMPORTANT!

#### ACADEMIC HONESTY

The conduct consisting of copying in an exam or plagiarizing an evaluable work either of the current course or previous ones, is contrary to the duties of the students included in both the state and internal regulations of the University of Valencia. The immediate consequence of this type of conduct will be, in any case, scoring a zero and the failure in the subject, in accordance with the *Reglament d'Avaluació i Qualificació* (hereinafter REC) approved by the *Consejo de Gobierno de la Universitat de València* of May 30, 2017 (art. 13.5); the *Estatuto del Estudiante Universitario* approved by RD 1791/2010, of 30 December; and the *Carta de Drets i Deures dels Estudiants de la Universitat de València* approved by Agreement of the *Consejo de Gobierno* of 19 October 1993 and modified by ACG of 30 April 1998.

All students are expressly informed that mobile phones or electronic devices or documents (smart watches, personal computers, digital tablets, etc.) of any kind may not be used during any evaluable test. Failure to comply with this obligation will result in the expulsion of the student from the place where it takes place and his numerical score zero (art. 13.6). The use of laptops, digital tablets or similar is allowed for note-taking or viewing of teaching material.

The aforementioned measures will be applied regardless of the disciplinary procedure that may be initiated against the student and the sanction that is appropriate in accordance with the regulations in force (REC, art. 13.7).



## ARTIFICIAL INTELLIGENCE

Policy Statement: Students in the Marketing course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

## CONTINUOUS EVALUATION

It should be kept in mind that this subject has a part of non-recoverable continuous evaluation (up to 1 points of theory and up to 5 points of practices); that is, the student must perform them throughout the course, according to the teacher's instructions. Its non-completion at the time does not allow the design of a written test (exam or equivalent) capable of assessing the learning results of these activities. The reason for not being recoverable is the nature of the proposed activities (teamwork, work in the classroom, opportunity of the proposed exercise, etc.) that pursue the acquisition of knowledge and certain skills by the student and that allow both the student and the teacher to monitor the progress of the student (Regulation of Evaluation and Qualification of the University of Valencia, art. 6, May 30, 2017) so it does not make sense, in this case, to carry out a final exam that, in any case, is already carried out.

## COINCIDENCE IN THE DATE OF EXAMS

In the case of coincidence in the date of the exam of this subject with another subject, it is reminded that it will be in accordance with the provisions of the Reglamento de Evaluación y Calificación de la Universitat de València (May 30, 2017) arts. 9.2 and 9.3. The official exam dates are published on the website of the Facultat d'Economia since the beginning of the academic year.

## 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 prior knowledge is required.

## COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

### 1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- 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 (RD 1393/2007) // NO CONTENT (RD 822/2021)**

- Know the functions of marketing in the organization and be able to place it in the organization chart.
- Know the four P's of the marketing mix and their tactical and strategic implications.
- Know the key aspects of the decisions related to the marketing plan in depth.
- Ability to use Artificial Intelligence instruments and applications as a support element for decision-making
- Know the main communication instruments within the marketing environment.
- Know the main types of distributors and their most important functions.
- Know the life cycle models of the product.
- Know the importance of the price and the main decisions regarding it.



- Ability to establish the necessary resources for adequate knowledge of the market and Relationships with both customers and suppliers.
- Know the main marketing strategies and be able to apply them in a competitive environment.
- Formulate and develop a basic market research process.

## DESCRIPTION OF CONTENTS

### 1. Marketing role in the company

- 1.1.- The role of marketing in the strategic planning
- 1.2.- The marketing process
- 1.3.- Ethics in marketing
- 1.4.- Marketing planning

### 2. Marketing environment analysis

- 2.1.- Company immediate environment and micro-environment
- 2.2.- Concurrence analysis
- 2.3.- Consumer behaviour and buying decision process
- 2.4.- External and internal factors influencing consumer behaviour

### 3. Market segmentation, differentiation and positioning

- 3.1.- Market segmentation: offline and online environments
- 3.2.- Segmentation strategies
- 3.3.- Differentiation strategies
- 3.4.- Positioning strategies

### 4. Product and branding strategies

- 4.1.- Products and services characteristics
- 4.2.- Products and services decisions
- 4.3.- Branding strategies
- 4.4.- Product lifecycle and marketing mix

### 5. Marketing channel strategies

- 5.1.- Characteristics of distribution channels
- 5.2.- Distribution channel design and management
- 5.3.- Retailers and wholesalers: functions
- 5.4.- Online placement: characteristics and strategies



**6. Communication strategies**

- 6.1.- The offline and online communication processes
- 6.2.- Advertising
- 6.3.- Sales promotion
- 6.4.- Public relations
- 6.5.- Personal selling
- 6.6.- Direct marketing
- 6.7.- Electronic marketing and online communication

**7. Pricing strategies**

- 7.1.- Concept and importance of pricing
- 7.2.- Pricing methods
- 7.3.- Pricing strategies
- 7.4.- Changing prices
- 7.5.- Implications for the price in the digital environment

**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
<b>TOTAL</b>	<b>150,00</b>	

**TEACHING METHODOLOGY**

In the methodology of the subject of Marketing a series of activities to be developed in the classroom are contemplated, as well as actions aimed at promoting the autonomous work of the student. Therefore, it is suggested for the development of theoretical classes the participatory lecture, while for practical classes and autonomous work activities a combination of activities that encourage student involvement in the teaching-learning process is proposed.



Following the basic guidelines of the participatory lecture, the participation of students in the theory sessions will be encouraged, encouraging them to propose examples, counterexamples, experiences, opinions or questions that clarify or illustrate the concepts developed during the teacher's intervention.

Teaching planning adapts to a hybrid model in which teaching will be taught by combining face-to-face and non-face-to-face teaching. The adaptation to this hybrid model includes some of the following activities, proposed as a complement to the theory classes:

- Problems or short cases directly related to the topic in question that can be solved in a period of approximately 15 minutes, individually or in groups
- Introduction of current debate topics relating them to marketing concepts
- Resolution of tests of various kinds using the tools available in the virtual classroom
- Activities outside the classroom: fieldwork, critical analysis of proposed readings, etc., which can be discussed in the next session

In the practice sessions, different methods are combined to facilitate the teaching-learning process:

- Resolution of practical cases
- Analysis and discussion of readings
- Taking operative decisions (group task)
- Conferences of marketing professionals

The planned group work will be developed by the members of each group through face-to-face meetings in the classroom. The presentation and defense of this work will be carried out on the dates scheduled for it. All members of the group who have participated in the preparation of the work must be present at this presentation (\*).

(\*): see addendum COVID-19

## EVALUATION

The evaluation of the subject will have two parts, which must be passed independently: a part of evaluation of theoretical knowledge and a part of evaluation of practices.

### Theoretical part:

This part represents 50% of the final score for the course. It consists of the following:

- Theory exam, which the student must take on the date that the University of Valencia sets at the time. This exam will have a maximum score of 4.0 points, and may be written or oral.
- Continuous evaluation of the theoretical sessions: it will be carried out at specific moments of the semester under the instructions of the teacher. Its total weighting is up to 1.0 points. It will consist of the evaluation of the student's progress throughout the course through different tests that may consist of:
- Resolution of test-type exercises, including material from one or several topics, which can be carried out



through specific tools of the virtual classroom or others

- Problems or short cases related to one or more topics to be resolved, preferably individually: comments on current issues, critical analysis of readings or situations, proposed readings, etc.
- Evidence or resolution of more complex cases that cover a significant number of topics
- Specific activities to develop outside the classroom
- Class participation

The teacher will distribute the 1.0 points in this section following his teaching criteria based on the importance of each test, its depth or its difficulty. The score of this continuous evaluation is considered NON-RECOVERABLE, that is, it cannot be done more than at the times and deadlines indicated by the teacher during the development of the subject.

The sum of these two sections will constitute the theory mark, which will be considered approved if it scores a minimum of 2.5 points.

### **Practical part:**

This part represents 50% of the final score for the course and its evaluation will be made from the sum of the grades obtained in the following activities:

- NON RECOVERABLE continuous evaluation of the practical sessions based on the memories that the students submit individually within the established deadlines (up to 2.0 points). Deliveries made after the deadline will not be evaluated.
- NON-RECOVERABLE group work consisting of the elaboration, presentation and team defense of a set of marketing operational decisions of a company or product/service (up to 3.0 points: 2.5 points for the work/s in team plus 0.5 points for final presentation and defense).

The minimum score to be reached in the individual practices is 0.75 points: if that score is not reached, the practice part will be failed.

The minimum score to be achieved in the group practice/s is 1.25 points: if that score is not reached, the practice part will be failed.

Students who, for whatever reason, do not regularly attend practical classes will have to submit both individual practicals and group practicals (operative marketing decisions) individually under the same terms and conditions as the rest. The maximum mark in these cases, given the impossibility of evaluating the competences related to teamwork, will be 4.0 points (2.0 points for individual practices and 2.0 points for group work carried out individually).

The sum of these two sections (individual practices plus group works) will constitute the practice score, which will be considered approved if it scores a minimum of 2.5 points.

### **Second call**

Students who do not pass the subject in the first call have the right to try it in the second call. The conditions are the following:

- The score of the part approved in the first call, theory or practice, is saved for the second call (not for subsequent courses).
- To pass the theory in the second call, it will be necessary to pass an exam so the score of this exam (up to 4.0 points) plus the non-retrievable continuous assessment note that will be kept the first call add at least 2.5 points. As in the first call, this exam may be written or oral.
- To pass the practices in the second call, it will be necessary to present, at the latest on the day of the





second call and with the prior knowledge and authorization of the teacher, all of the reports of the practices programmed in the subject that will be prepared by the student in an individual manner. The teacher will indicate to the students how they should present them: in person or online, in paper format, in electronic format, through the virtual classroom, by email, etc.

The score obtained in the first call for the work/s in group is maintained for the second call if it is higher than 1.25 points. The maximum score for the practical part if there is no possibility of evaluating the skills related to teamwork is 4.0 points (2.0 points for individual practices and 2.0 points for operational marketing decisions made individually).

The minimum note to achieve to pass this part is 2.5 points.

## REFERENCES

### Basic

- Kotler, P., Armstrong, G. y Opresnik, M. (2021). Principles of Marketing 18<sup>a</sup>, ed. Pearson, Madrid
- Kerin, R., Hartley, S. (2023). Marketing 16<sup>a</sup>, ed. McGrawHill, México
- Kotler, P. y Armstrong, G. (2017). Principios de Marketing 17<sup>a</sup>, ed. Pearson, Madrid

### Additional

- Chaffey, D., Chadwick, F. (2022). Digital marketing: strategy, implementation and practice 18<sup>a</sup>, ed. Pearson, Nueva York
- Kotler, P., Kartajaya, H. y Setiawan, I. (2017). Marketing 4.0. Wiley. Nueva Jersey
- Mizik, N. y Hanssens, D. (2018). Handbook of Marketing Analytics. Edward Elgar Publishing, Northampton
- Sicilia, M., Palazón, M., López, I., López, M. (2021). Marketing en Redes Sociales. Ed. ESIC, Madrid