



COURSE DATA

Data Subject

Code	35801
Name	Marketing
Cycle	Grade
ECTS Credits	6.0
Academic year	2024 - 2025

Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	2	First term
1330 - Degree in Business Management and Administration (Ontinyent)	Faculty of Economics	2	First term
1921 - Double Degree Program BMA and Law	Faculty of Law	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 - Double Degree Program BMA and Law	4 - Year 3 compulsory subjects	Obligatory

Coordination

Name	Department
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 UV* 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. In this case, potential passed scores, if any, will not be kept for the second call. In this case, practices in second call will have to be pass through a practical exam.

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. Violation of this elementary rule 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

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. See document *Pautas para el uso adecuado de la IA* in virtual classroom.

CONTINUOUS EVALUATION

This subject has a part of continuous assessment that cannot be recovered (up to 1 point of theory and up to 5 points of practices); that is, the student must deliver them throughout the course, according to the teacher's indications. Failure to complete them at the appropriate time does not allow for 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 activities proposed (teamwork, classroom work, convenience of the proposed exercise, etc.) seeking the acquisition of knowledge and certain skills by the student and that allow both the student and the teacher to monitor a periodic follow-up of the learning progress (Reglamento de Evaluación y Calificación de la Universitat de València, art. 6, May 30, 2017).

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 and at the virtual classroom 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. Introduction to marketing mix

- 4.1.- Designing marketing offer
- 4.2.- Product
- 4.3.- Promotion
- 4.4.- Placement
- 4.5.- Price



5. Product and branding strategies

- 5.1.- Nature of products and services
- 5.2.- Decisions on products and services
- 5.3.- Branding strategies
- 5.4.- The product lifecycle and marketing mix

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. Marketing channel strategies

- 7.1.- Characteristics of distribution channels
- 7.2.- Distribution channel design and management
- 7.3.- Retailers and wholesalers: functions
- 7.4.- Online placement characteristics

8. Pricing strategies

- 8.1.- Importance of pricing
- 8.2.- Pricing methods
- 8.3.- Pricing strategies
- 8.4.- Changing prices
- 8.5.- 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
TOTAL	150,00	

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, the scores of which will be added to obtain the overall grade if both are passed independently: one part for the evaluation of theoretical knowledge and one part for the evaluation of practical work.

FIRST CALL

Theoretical part:

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

- Theory exam which shall be scored out of a maximum of 4.0 points and may be carried out by means of a written or oral test. Minimum mark in this exam to add continuous evaluation is 2.0 points.
- Continuous assessment of the theoretical sessions: this will be carried out at specific times during the four-month period, under the guidance of the lecturer. Its total weight is up to 1.0 points. It will consist of the evaluation of the student's progress throughout the course by means of different tests that may consist of:
 - Resolution of multiple-choice exercises, including material from one or more subjects, which can be carried out using specific tools in the virtual classroom or other tools.
 - Problems or short cases related to one or several topics to be solved, preferably individually: commentaries on current affairs, critical analysis of readings or situations, proposed readings, etc.
 - Tests or resolution of complex cases covering many topics.
 - Specific activities to be developed outside.
 - Class participation.

The teacher will distribute the 1.0 points of this section according to his/her teaching criteria depending on the importance of each test, its depth or difficulty. The score for this continuous assessment is NON-RECOVERABLE, i.e., it can only be taken at the times and deadlines indicated by the teacher all along the course of the subject.



The sum of these two sections will constitute the theory score, which will be considered passed if it reaches a minimum of 2.5 points (as long as at least 2.0 points have been achieved in the exam).

Practice Part:

This part accounts for 50% of the final score of the course and its evaluation will be based on the sum of the scores obtained in the following activities:

- NON-RECOVERABLE individual papers of the practical sessions based on the reports submitted individually by the students within the established deadlines (up to 2.0 points).
- NON-RECOVERABLE group work consisting of the elaboration, presentation, and defence of a set of operative decisions for a company or product/service (up to 3.0 points: 2.5 points for the team work plus 0.5 points for the presentation and defence).

Delivered partial papers or after deadline will not be evaluated.

The minimum score required for the individual practical to pass the individual practical is 1.0 points. The minimum score required for the team practice/s to pass the team practice/s is 1.5 points. If these scores are not reached, the corresponding part will be failed and therefore the practicals of the subject will be failed.

Students who for any reason do not regularly attend the practical classes will have to present both the individual practical and the team practical/s individually under the same terms and conditions as the rest of the students. The maximum mark in these cases, given the impossibility of assessing the competences related to teamwork, will be 4.0 points (2.0 points for the individual practicals and 2.0 points for the group work done individually).

The sum of these two sections (individual internship plus teamwork) when both parts are passed will constitute the practices mark. If one of the two parts (or both) is failed, the failed part/s must be made up again. The mark of the part passed, if it is the case, will be kept for the second call.

Marks in academic records

In the case of students who fail both parts, theory and practices, the highest failed mark will appear in the academic records.

In the case of students with one part failed and the other passed, the grade of the part failed will appear in the academic records.

In the case of students with a failed practical part, the same criterion will be applied: if both parts (individual and group) are failed, the highest failed mark will appear in the academic records. If one part is passed and the other failed, the grade for the failed part will appear in the academic records.

SECOND CALL

Students who do not pass the course in the first call have the right to attempt it in a second call. The conditions are as follows:



- The score of the part passed in the first exam, Theory or Practice, is kept for the second exam (not for the following courses).

- To pass the theory in the second call, it will be necessary to pass an exam in such a way that the score of this exam (up to 4.0 points) plus the score of the non-recoverable continuous assessment that will be maintained from the first call add up to at least 2.5 points. As in the first call, this exam may be carried out by means of a written or oral test.

- To approve the practices in the second call, it will be necessary to present, at the latest on the day of the official call of the second call and with the prior knowledge and authorisation of the lecturer of the subject, all the reports of the programmed practices which will be prepared by the student individually. The lecturer will indicate to the student how they should present them: online or offline, hard paper, electronic format, through the virtual classroom, by e-mail, etc.

The score obtained in the first call by the group work (marketing operational decisions) is maintained for the second call if it is higher than 1.50 points.

The maximum grade of the practical part in the event that there is no possibility of evaluating the competences related to teamwork is 4.0 points (2.0 points for individual practices and 2.0 points for operational marketing decisions, both prepared individually).

The minimum mark required to pass this part is 2.5 points.

Marks in academic records

The corresponding mark will appear in the academic records following the same criteria as in the first call.

REFERENCES

Basic

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- Chadley, D., Chadwick, F. (2014). Marketing Digital. Estrategia, implementación y práctica. 5ed, Pearson
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- Kotler, P., Armstrong, G., Balasubramanian, S., (2024). Principles of Marketing 19ed, Pearson

Additional

- Kotler, P., Armstrong, G. (2018). Principios de Marketing 17ed, Pearson
- Kotler, P., Kartajaya, H. Setiawan, I. (2017). Marketing 4.0. Wiley
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- Sicília, M., Palazón, M., López, I., López, M. (2021). Marketing en Redes Sociales, ESIC