

COURSE SYLLABUS 2019-20

Basic information on the course			
Course:	Introduction to Marketing		
Course code:	63101108	Plan:	Grado en Economía (Plan 2010)
Academic Year:	2019-20	Undergraduate/Graduate:	Bachelor Degree
Degree Year:	1st	Type:	Basic
Duration:	Second Semester		
TIME DISTRIBUTION ACCORDING TO REGULATIONS			
Credits:	6		
Total time:	150		
USE OF LEARNING PLATFORM:	Yes (teaching support)		

TEACHERS			
Name	Juan Carlos Gázquez-Abad, PhD.		
Department	Economics and Business		
Building	B		
Office	1.260		
Telephone	950 015489	E-mail (institutional)	jcgazque@ual.es
Website			
Name	José Luis Ruiz-Real		
Department	Economics and Business		
Building	Central		
Office	Floor 1 – Office 21		
Telephone	950 015742	E-mail (institutional)	jrr672@ual.es
Website			
Name			
Department			
Building			
Office			
Telephone		E-mail (institutional)	
Website			

OTHER IMPORTANT INFORMATION

Content justification

The market is the focus of business' activities. In this respect, marketing, as a management philosophy looking for creating value for customers, plays a key role in business management. In addition, marketing might be considered as a function helping the company to implement such philosophy into business structure.

Therefore, it is necessary for students to know the basic principles of marketing and the main elements such concept is based on as well

Courses related in Study Plan

ADE BACHELOR

- Marketing management
- Market Research
- Strategic Marketing

MARKETING BACHELOR

- Consumer analysis
- Marketing planning
- Product, brands and prices
- Marketing Communications I and II
- Sales management
- Retailing management
- Introduction to channels management
- Qualitative research
- Market Research
- Non-profit marketing
- Managing customers' relationship
- Applied Market Research
- Strategic Marketing
- Image management

ADE-LAW DOUBLE BACHELOR

- Marketing management
- Market Research
- Strategic Marketing

Pre-required knowledge

There are no requirements about previous knowledge. Indeed, this is the first course on this subject

It is also required some linguistic competence to follow the classes. Although no formal check will held, students should be proficient in oral English at least at a B1 level

COMPETENCES

Basic and general competences

Basic competences

General objectives of the University of Almería

- Problem solving ability
- Management and information skills

<i>General competences</i>
<i>Key competences University of Almeria</i>
<i>Other general objectives</i> Understanding and knowledge skills
Specific competences
FBC10 – To know and apply marketing’s basic concepts
LEARNING OUTCOMES
UAL1 – Knowledge, skills and attitudes for understanding new interpretations, methods and techniques in different multidisciplinary fields, in order to satisfy managers’ requirements
UAL 2 – To use Information and Communication Technologies (ICT) as a tool for expression and communication,, in order to access to information sources, to file data and documents, for presenting, learning, researching and cooperative job.
RD 1- Students have to prove to own and understand knowledge in a field arising from Secondary education but included in a level that – additionally to be based on books – also includes some aspects involving knowledge derived from the forefront of the discipline.
<ul style="list-style-type: none"> ○ Getting a historical overview of the discipline. ○ Knowing the main components of marketing plans ○ Understanding how companies apply marketing taking into account both ethics and social responsibility ○ Knowing both the concepts and the processes forming consumers’ purchase behaviour ○ Knowing how to identify customer segments

CONTENTS			
Module	DEFINING MARKETING AND THE MARKETING PROCESS		
Unit	Defining marketing. Creating, building and managing profitable customer relationships		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		8.5
	Debate		3
	In-class presentations		0.5
Working group	Searching and analysing information		2
	Case studies		1.5
Description of student’s autonomous workload			
<ul style="list-style-type: none"> • Searching information related to the current role of marketing in business administration. Searching for examples, news in different sectors, countries, etc. Searching for information 			

<p>related to different type of organizations. Giving your personal view regarding the real relationship between such news and the company's marketing activities</p> <ul style="list-style-type: none"> • Searching for information related to how companies are currently creating and transmitting value to their customers. • Understanding information and studying theoretical contents • Putting together all this information with the rest of students 			
Module	ETHICS IN MARKETING, SOCIAL RESPONSABILITY AND SUSTAINABILITY. MARKETING ENVIRONMENT		
Unit			
	Ethics in marketing. Social responsibility and sustainability		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		4.0
	Debate		1.5
	In-class presentations		1.0
Working group	Searching and analysing information		0.5
Description of student's autonomous workload			
<ul style="list-style-type: none"> • Searching for information related to how companies have currently adopted social responsibility into their marketing plans, and how ethics is extremely important in their marketing strategies • Searching for ethical marketing codes • Understanding information and studying theoretical contents • Putting together all this information with the rest of students 			
Unit			
	Marketing environment		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		4.0
	Debate		1.5
	In-class presentations		1.0
Working group	Searching and analysing information		0.5
	Debate		0.5
	Case studies		0.5
Description of student's autonomous workload			
<ul style="list-style-type: none"> • Reading and understanding of articles provided by the profesor related to the main role of marketing environment • Analysing main aspects that characterise marketing environment • Preparing a report on the characteristics of socio-economic, legal and demographic environments • Understanding information and studying theoretical contents • Putting together all this information with the rest of students 			
Module	UNDERSTANDING THE MARKET PLACE AND CONSUMERS. SEGMENTATION, TARGETING AND POSITIONING		

Unit			
	Managing Marketing information		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		4.0
	Debate		1.0
	In-class presentations		0.5
Working group	Searching and analysing information		0.5
	Debate		0.5
	Case studies		1.5
	Problems solving		0.5
Description of student's autonomous workload			
<ul style="list-style-type: none"> • Reading and understanding of articles provided by the professor related to the main role of marketing research in marketing activities • Designing and filling a 'small-scale' in-class survey • Understanding information and studying theoretical contents • Putting together all this information with the rest of students 			
Unit			
	Consumer and business buyer behaviour		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		4.5
	Debate		1.0
	In-class presentations		1.5
Working group	Searching and analysing information		1.5
	Debate		0.5
	Case studies		0.5
	Seminars and academic-oriented activities		0.5
Description of student's autonomous workload			
<ul style="list-style-type: none"> • Reading and understanding of articles provided by the professor related to markets and consumer behaviour • Preparing a report related to the abovementioned articles • Searching for information related to B2B relationships • Searching for information related to how companies try to affect consumer behaviour • Searching for information related to those elements influencing consumer behaviour, their steps and roles. • Understanding information and studying theoretical contents • Putting together all this information with the rest of students 			
Unit			

	Segmentation, targeting and positioning: building the right relationships with the right customers		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		6.0
	Debate		2.5
Working group	Searching and analysing information		0.5
	Debate		0.5
	Case studies		0.5
	Problems solving		1.0
Description of student's autonomous workload			
<ul style="list-style-type: none"> • Reading and understanding articles and news provided by the professor related to how companies are segmenting their markets • Preparing a report regarding to a single company belonging to our environment. Defining its segmentation strategy • Resolving some problems related to market segmentation • Understanding information and studying theoretical contents • Putting together all this information with the rest of students. 			

COMPETENCY ASSESSMENT

Criteria and assessment tools

- Student understanding of theoretical and practical contents
- Development of the student's own learning process
- Participation and implication on working group environment

The evaluation of this course will be proportionally calculated based on the following aspects:

- Final exam (75% of the final score). This exam may comprise different parts (all or some of them): multiple option questions, true-false questions, short-questions, or a large question. All parts will include theoretical contents but also practical. The exam's evaluation system will be announced before the exam. Nevertheless, it will be necessary to obtain a 5 on a scale of 10 in the whole exam to pass it.. Competencies evaluation: FBC10, UAL1, RD1
- Practical activities and works (20% of the final score). Students will have to develop cases, exercises, presentations. They will also have to participate in debates in class. Of course, attending working group classes (at least 80%) will be mandatory. Competencies evaluation: FBC10, UAL1, UAL2, RD1
- Autonomous activities (5% of the final score): Student's active participation and implication, as well as student's participation in voluntary activities will be evaluated. Competencies evaluation: FBC10, UAL1, UAL2, RD1
- In order to take into account both practical activities and works as well as autonomous activities, it will be **necessary to pass the exam**. Otherwise, above scores will not be incorporated into the student's final score.

Assessment tools:

- Exercises, Questions, problems
- Process observation
- Final valuation of student's work
- Final exams

Follow-Up Mechanisms

- Tutorial attendance
- Seminar attendance and participation
- Activities delivery
- Virtual platform participation

Functional diversity / Functional disability.

- Those students with disabilities or special educational needs can get in contact with the Delegation of the Rector for the Functional Diversity (<http://www.ual.es/discapacidad>) to receive the appropriate guidance and advice in order to facilitate their instructional, learning and training processes. Likewise, these students may request the implementation of the necessary and suitable adaptations of content, methodology and evaluation that guarantee equal opportunities in their academic development. The processing of any personal data or aggregated information regarding these aforementioned students, in fully compliance with the GDPR, is strictly confidential. Faculties and academic staff lecturing the course referenced by this guide/document will be in charge of applying the recommended adaptations approved by the Delegation of the Rector for the Functional Diversity, this fact will be, therefore, notified to the School or Faculty as well as to the coordinator of the academic course.

COURSE MATERIALS

Recommended course materials

- ARMSTRONG, G. and KOTLER, P. (2016). *Marketing. An introduction, 13th ed.*, Pearson. (ISBN-13: 978-0134149530; ISBN-10: 013414953X)

or

- KOTLER, P. and ARMSTRONG, G. (2010). *Principles of marketing, 17th ed.*, Pearson. (ISBN 13: 978-1-292-22017-8; ISBN 10: 1-292-22017-1)

Complementary

LAMB, CH., HAIR, J. and McDANIEL, C. (2019) *MKTG 12th ed.* South Western, CENGAGE Learning(English version)

Other materials

Couse materials available in UAL's library

<http://almirez.ual.es/search/x?SEARCH=63101108>

WEBSITE