

## COURSE GUIDE: 2016-17

COURSE DETAILS			
Name :	Introduction to Marketing		
Code :	63101108	Plan :	Grado en Economía (Plan 2010)
Academic year :	2016-17	Level :	Bachelor Degree
Course :	1 <sup>st</sup>	Type :	Basic
Semester :	Second Semester		
TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION			
ECTS :	6	In-class hours:	45
		Not in-class hours:	105
		Total time (in hours):	150
<b>USE OF VIRTUAL PLATFORM:</b>	Yes (Teaching support)		

LECTURER DETAILS			
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Personal webpage			

ACTIVITIES ORGANIZATION		
<i>Planned activities for learning and workload distribution per activity (in hours)</i>		
I. STUDENT'S ACTIVITIES (In-class / Online)	<ul style="list-style-type: none"> <li>• Seminars [Example] <span style="float: right;">0,0</span></li> <li>• Teaching group [Example] <span style="float: right;">31,0</span></li> <li>• Work group / small group [Example] <span style="float: right;">14,0</span></li> </ul>	
	<i>Total In-class/Online time :</i>	45,0
	II. STUDENT'S AUTONOMOUS ACTIVITIES (not in-class)	105,0
	<i>Total not in-class time :</i>	105,0
<b>TOTAL WORKING HOURS</b>	<b>150,0</b>	

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## ELEMENTS OF INTEREST FOR COURSE LEARNING

### Justification of contents

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

### Other courses related

#### 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

### Minimum knowledge required to deal with the Course

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

## COMPETENCIES

### General competencies

*General objectives of the University of Almería*

- Problem solving ability
- Management and information skills

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<i>Other general objectives</i>
Understanding and knowledge skills
Specific competencies developed
FBC10 – To know and apply marketing’s basic concepts
<b>LEARNING OJECTIVES/OUTCOMES</b>
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"> <li>○ Getting a historical overview of the discipline.</li> <li>○ Knowing the main components of marketing plans</li> <li>○ Understanding how companies apply marketing taking into account both ethics and social responsibility</li> <li>○ Knowing both the concepts and the processes forming consumers’ purchase behaviour</li> <li>○ Knowing how to identify customer segments</li> </ul>

<b>CONTENTS</b>			
<b>Module</b>	DEFINING MARKETING AND THE MARKETING PROCESS		
<b>Unit</b>			
	Defining marketing. Managing profitable customer relationships		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		2.5
	Debate		1.5
	In-class presentations		0.5
Working group	Searching and analysing information		1.5
	Case studies		1.0
<b>Description of student’s autonomous workload</b>			

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- Searching information related to the current role of marketing in business administration. Searching for examples, news in different sectors, countries, etc. Searching for information related to different type of organizations. Giving your personal view regarding the real relationship between such news and the company's marketing activities
- 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

#### Unit

Company and marketing strategy partnering to build customer relationships

#### Learning system and methodology

System	Learning procedures and activities	Remarks	In-class/online hours
Teaching group (theory)	Teaching class		2.0
	Debate		1.5
Working group	Searching and analysing information		0.5
	Case studies		0.5

#### Description of student's autonomous workload

- Searching information related to marketing strategy elements and customer-oriented marketing strategy. Searching information related to aspects influencing such strategy
- Searching information related to marketing functions and those elements included into marketing planning. To analyse particular organizations that know how to manage and obtain a positive feedback from their marketing activities
- 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

System	Learning procedures and activities	Remarks	In-class/online hours
Teaching group (theory)	Teaching class		2.0
	Debate		1.5
	In-class presentations		1.0
Working group	Searching and analysing information		0.5

#### Description of student's autonomous workload

- 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

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<ul style="list-style-type: none"> <li>Putting together all this information with the rest of students</li> </ul>			
<b>Unit</b>			
Marketing environment			
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		2.0
	Debate		1.5
	In-class presentations		1.0
Working group	Searching and analysing information		0.5
	Debate		0.5
	Case studies		0.5
<b>Description of student's autonomous workload</b>			
<ul style="list-style-type: none"> <li>Reading and understanding of articles provided by the profesor related to the main role of marketing environment</li> <li>Analysing main aspects that characterise marketing environment</li> <li>Preparing a report on the characteristics of socio-economic, legal and demographic environments</li> <li>Understanding information and studying theoretical contents</li> <li>Putting together all this information with the rest of students</li> </ul>			
<b>Module</b>	UNDERSTANDING THE MARKET PLACE AND CONSUMERS. SEGMENTATION, TARGETING AND POSITIONING		
<b>Unit</b>			
Managing Marketing information			
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		2.0
	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
<b>Description of student's autonomous workload</b>			
<ul style="list-style-type: none"> <li>Reading and understanding of articles provided by the professor related to the main role of marketing research in marketing activities</li> <li>Designing and filling a 'small-scale' in-class survey</li> <li>Understanding information and studying theoretical contents</li> <li>Putting together all this information with the rest of students</li> </ul>			
<b>Unit</b>			

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	Consumer and business buyer behaviour		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		2.5
	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
<b>Description of student's autonomous workload</b>			
<ul style="list-style-type: none"> <li>• Reading and understanding of articles provided by the professor related to markets and consumer behaviour</li> <li>• Preparing a report related to the abovementioned articles</li> <li>• Searching for information related to B2B relationships</li> <li>• Searching for information related to how companies try to affect consumer behaviour</li> <li>• Searching for information related to those elements influencing consumer behaviour, their steps and roles.</li> <li>• Understanding information and studying theoretical contents</li> <li>• Putting together all this information with the rest of students</li> </ul>			
<b>Unit</b>			
	Segmentation, targeting and positioning: building the right relationships with the right customers		
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Remarks</i>	<i>In-class/online hours</i>
Teaching group (theory)	Teaching class		3.0
	Debate		2.5
Working group	Searching and analysing information		0.5
	Debate		0.5
	Case studies		0.5
	Problems solving		1.0
<b>Description of student's autonomous workload</b>			
<ul style="list-style-type: none"> <li>• Reading and understanding articles and news provided by the professor related to how companies are segmenting their markets</li> <li>• Preparing a report regarding to a single company belonging to our environment. Defining its segmentation strategy</li> <li>• Resolving some problems related to market segmentation</li> <li>• Understanding information and studying theoretical contents</li> <li>• Putting together all this information with the rest of students.</li> </ul>			

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## EVALUATION SYSTEM

### ASSESSMENT CRITERIA

- 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 (65% of the final score). It will include two parts: (1) multiple option questions, and (2) true-false questions. Both parts will include theoretical contents but also practical. It will be necessary to pass each part (5 on a scale of 10) for passing the final exam. Competencies evaluation: FBC10, UAL1, RD1
- Practical activities and works (25% of the final score). Students will have to develop cases, exercises, presentations. They will also have to participate in debates in class. Competencies evaluation: FBC10, UAL1, UAL2, RD1
- Autonomous activities (10% 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

### Students' activities assesment percentage

	<i>Activity</i>	<i>(# hours)</i>	<i>Percentage</i>
I. STUDENT'S ACTIVITIES (In-class/ Online)	<ul style="list-style-type: none"><li>• Teaching group (theoretical and practical content sections)</li></ul>	( 31 )	45%
	<ul style="list-style-type: none"><li>• Working group/small group</li></ul>	( 14 )	25%
II. STUDENT'S AUTONOMOUS ACTIVITIES (Autonomouos work)	<ul style="list-style-type: none"><li>• Individual/group work</li></ul>	(105)	30%

### Assesment instruments

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

### Monitoring mechanisms

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

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## BIBLIOGRAPHY


### Recommended bibliography

- ARMSTRONG, G., KOTLER, P., HARKER, M. and BRENNAN, R. (2012). *Marketing. An introduction 2nd, ed.*, Pearson, England.
- KERIN, R., HARTLEY, S., BERKOWITZ, E. and RUDELIUS, W. (2006). *Marketing*, McGraw Hill International (English version)
- KOTLER, P. and ARMSTRONG, G. (2010). *Principles of marketing, 12e*, Pearson.
- LAMB, CH., HAIR, J. and McDANIEL, C. (2014) *MKTG 6*, South Western, CENGAGE Learning(English version)

Bibliography existing in the library of the University of Almería

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