

COURSE GUIDE: 2014-15

DATOS BÁSICOS DE LA ASIGNATURA			
Asignatura:	Introduction to Marketing		
Código de asignatura:	63101108	Plan:	Grado en Economía (Plan 2010)
Año académico:	2014-15	Ciclo formativo:	Bachelor
Curso de la Titulación:	1 st	Tipo:	Basic
Duración:	Segundo Cuatrimestre		

OTHER STUDIES IN WHICH THIS COURSE IS INCLUDED

<i>Plan</i>	<i>Ciclo Formativo</i>	<i>Tipo</i>	<i>Curso</i>	<i>Duración</i>
Grado en Marketing e Investigación de Mercados (Plan 2010)	Grado	Básica	1	Segundo Cuatrimestre
Grado en Finanzas y Contabilidad (Plan 2010)	Grado	Básica	1	Segundo Cuatrimestre
Grado en Administración y Dirección de Empresas (Plan 2010)	Grado	Básica	1	Segundo Cuatrimestre

TIME DISTRIBUTION IN ACCORDANCE WITH REGULATION

Créditos:	6	In-class hours:	45
		Not in-class hours:	105
Total # of hours:			150

USE OF VIRTUAL PLATFORM (WebCt)	Yes
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LECTURER DETAILS

Name	Gázquez Abad, Juan Carlos		
Department	Economics & Business		
Building	B		
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Personal webpage	Web de Gázquez Abad, Juan Carlos		

ACTIVITIES ORGANIZATION

Planned activities for learning and workload distribution per activity (in hours)

I. STUDENT'S ACTIVITIES (In-class / Online)	• Seminars [Example]	0,0
	• Teaching group [Theoretical and practical]	31,5

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	content sections]	
	<ul style="list-style-type: none"> Work group / small group [Example] 	13,5
	<i>Total In-class/Online time :</i>	
		45,0
II. STUDENT'S AUTONOMOUS ACTIVITIES (not in-class)	<ul style="list-style-type: none"> Students should prepare the case studies in advance for every practical class. Students will also have to study for the exam 	105,0
	<i>Total not in-class time :</i>	
		105,0
TOTAL WORKING HOURS		150,0

ELEMENTS OF INTEREST FOR COURSE LEARNING

Justification of contents

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

Minimum knowledge required to deal with the Course

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

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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

University of Almeria generic competencies (first degree and M.A.)and RD generic competencies. 1393/2007

- Problem solving ability
- Management and information skills
- The ability to search for and analyze information from different sources
- Ethical commitment

Other general objectives

Specific competencies developed

- FBC10- To know and to apply marketing's basic concepts
- FBC11- To know and to understand social responsibility arising from the company's economical and managerial activities

LEARNING OJECTIVES/OUTCOMES

- 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. MARKETING ENVIRONMENT AND ETHICS IN MARKETING		
Content	<p>UNIT 1. <i>Defining marketing. Managing profitable customer relationships</i></p> <p>UNIT 2. <i>Company and marketing strategy partnering to build customer relationships</i></p> <p>UNIT 3. <i>Ethics in marketing. Social responsibility and sustainability</i></p> <p>UNIT 4. <i>The marketing environment</i></p>		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group [Theory]			4,5

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Work group [presentations, searching information]			10,5
	Lecture, debate [example]		8,0
Description of autonomous workload			
Search, consultation and handling of information. Exercises			
Module	UNDERSTANDING THE MARKET PLACE AND CONSUMERS. SEGMENTATION, TARGETING AND POSITIONING		
Content	UNIT 5. <i>Managing marketing information</i> UNIT 6. <i>Consumer and business buyer behaviour</i> UNIT 7. <i>Segmentation, targeting and positioning: building the right relationships with the right customers</i>		
Learning system and methodology			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group [Theory]			6,0
Work group [presentations, searching information]			12,0
	Lecture, debate [example]		4,0
Description of autonomous workload			
Search, consultation and handling of information. Exercises			

EVALUATION SYSTEM			
Assessment criteria			
Marking system			
	<i>Activity</i>	<i>(Number of hours)</i>	<i>Percentage</i>
I. STUDENT 'S ACTIVITIES (In-class/Online)	• Theory percentage	18	35%
	• Practice percentage	13,5	25%
	• Work group/ small group [example]	13,5	25%
II. STUDENT'S AUTONOMOUS ACTIVITIES (Autonomous work)	• Individual work [example]	105	15%
Assessment instruments			

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Exercises, Questions, problems Process observation Final valuation of student's work Final exams
Monitoring mechanisms
Classes attendance Active participation Activities delivery WebCt participation

BIBLIOGRAPHY
Recommended bibliography
<ul style="list-style-type: none"> ○ ARMSTRONG, G., KOTLER, P., HARKER, M. and BRENNAN, R. (2012). <i>Marketing. An introduction 2nd ed.</i>, Pearson, England. ○ KERIN, R., HARTLEY, S., BERKOWITZ, E. and RUDELIUS, W. (2006). <i>Marketing</i>, McGraw Hill International (English version) ○ KOTLER, P. and ARMSTRONG, G. (2010). <i>Principles of marketing</i>, 12e, Pearson. ○ LAMB, CH., HAIR, J. and McDANIEL, C. (2012) <i>MKTG 5</i>, South Western, CENGAGE Learning(English version)
Bibliography existing in the library of the University of Almeria
http://almirez.ual.es/search/x?SEARCH=70534211

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