



## SUBJECT TEACHING GUIDE ACADEMIC YEAR 2012/2013


1. SUBJECT BASIC DETAILS								
1.1. Title	INTRODUCTION TO MARKETING							
1.2. Subject code	63101108	1.3. Plan	Grado en Administración y Dirección de Empresas	1.4. Academic year	12/13	1.5. Training programme	Degree	
1.6. Degree course	1 <sup>st</sup>	1.7. Type	Basic	1.8. Term		2 <sup>nd</sup>		
1.10. Use of virtual networking lecture room (indicate type)	Teaching support							
1.11. ECTS Credits	6	1.11.1. Students' presential time	45 hours	1.11.2. Students' non-presential time	105 hours			
Organization of activities	<i>Activities planned for students' tuition and timetable per activity (estimated in hours)</i>					Hours	150	
I. STUDENTS' ACTIVITIES PRESENTIAL AND ONLINE	Theoretical content sessions					10		
	Practical content sessions					21.5		
	Group work sessions					13.5		
	External Practice sessions							
	Individual tutorials			Collective tutorials				
	Assessment tests							
II. STUDENTS' NON-PRESENTIAL ACTIVITIES (self supported work)	Students should prepare the case studies in advance for every practical class. Students will also have to study for the exam.					105		
<b>TOTAL STUDENTS' WORKING HOURS</b>						<b>150</b>		
2. LECTURER DETAILS								
2.1. Name	JUAN CARLOS GÁZQUEZ ABAD							
2.2. Department	DIRECCIÓN Y GESTIÓN DE EMPRESAS							
2.3. Office	BUILDING B : 1.13.02							
2.4. Tutorial time	<i>Consult web page (see the appropriate web link for the programme)</i>							
2.5. Telephone number	950214035	2.6. E-mail (work)	<a href="mailto:icgazque@ual.es">icgazque@ual.es</a>					





<b>2.8. Personal web resources</b>	
<b>3. ELEMENTS OF INTEREST FOR STUDYING THE SUBJECT</b>	
<b>3.1. Content justification</b>	
<p>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.</p> <p>Therefore, it is necessary for students to know the basic principles of marketing and the main elements such concept is based on as well.</p>	
<b>3.2. The subjects in relation to the syllabus</b>	
<p><b>ADE BACHELOR</b></p> <ul style="list-style-type: none"> <li>o Marketing management</li> <li>o Market Research</li> <li>o Strategic Marketing</li> </ul> <p><b>MARKETING BACHELOR</b></p> <ul style="list-style-type: none"> <li>o Consumer analysis</li> <li>o Marketing planning</li> <li>o Product, brands and prices</li> <li>o Marketing Communications I and II</li> <li>o Sales management</li> <li>o Retailing management</li> <li>o Introduction to channels management</li> <li>o Qualitative research</li> <li>o Market Research</li> <li>o Non-profit marketing</li> <li>o Managing customers' relationship</li> <li>o Applied Market Research</li> <li>o Strategic Marketing</li> <li>o Image management</li> </ul>	
<b>3.4. Knowledge required to approach this subject</b>	
<p>There are no requeriments about previous knowledge. Indeed, this is the first course on this subject</p> <p>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.</p>	
<b>3.5. Requirements gathered in the Degree report</b>	

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#### 4. COMPETENCES

##### 4.1. 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

##### 4.2. Specific competencies developed

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

#### 5. STUDY OBJECTIVES/RESULTS

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- o Getting a historical overview of the discipline.
- o Knowing the main components of marketing plans
- o Understanding how companies apply marketing taking into account both ethics and social responsibility
- o Knowing both the concepts and the processes forming consumers' purchase behaviour
- o Knowing how to identify customer segments

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### 6. THEME BLOCKS, METHODOLOGY AND PLANNING OF THE ACTIVITIES

Theme blocks and themes	Types of organization	Teaching procedures and activities	Context	
			Presential	Non-presential
<b>MARKETING: CONCEPTS, TRENDS AND FUNCTIONS. CREATING CUSTOMER VALUE</b>  (Unit 1. What is marketing? Creating customer relationships and value through marketing)  (Unit 2. Ethics and social responsibility in marketing)  (Unit 3: Marketing environment)	Theoretical content sessions	Lectures that include participation	3.5	
		Talks		
		Audiovisual sessions		
		Seminars	X	
		Videoconferences		
		Others		x
	Practical content sessions	Seminars		
		Debates	3.5	
		Elaboration of explanations	2.5	
		Work group presentations	2.5	
		Work organization		
		Problem solving	1.5	
		Doubts or conflicts		
		Promoting initiatives		
		Evaluation sessions		
		Case studies	x	
	Work group sessions	Seminars		
		Others		x
		Search, consultation and handling of information	2.5	
		Debates	3.5	
		Exercises		
		Laboratory tasks		
		Field work		
Formulating hypotheses and alternatives				
Team work				
Producing reports				
Demonstrating specific procedures				
Result evaluation				
Problems				


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Theme blocks and themes	Types of organization	Teaching procedures and activities	Context			
			Presential	Non-presential		
<b>TARGETING MARKETING OPPORTUNITIES</b>  (Unit 4. Market Research)  (Unit 5. Organizational markets and consumer behavior)  (Unit 6. Identifying market segments and targets)		Case studies	1.0			
		Seminars				
		Projects				
		Others				
	External practice	Demonstrating procedures within the professional scenario				
		Theoretical content sessions	Lectures that include participation	3.5		
			Talks			
			Audiovisual sessions			
			Seminars	2.0		
			Videoconferences			
			Others			
			Practical content sessions	Seminars		
				Debates	2.0	
				Elaboration of explanations	2.5	
				Work group presentations		
Work organization						
Problem solving		3.5				
Doubts or conflicts						
Promoting initiatives						
Evaluation sessions						
Case studies		2.5				
Work group sessions		Search, consultation and handling of information	0.5			
		Debates	1.0			
		Exercises	1.0			
		Laboratory tasks				
		Field work				
		Formulating hypotheses and alternatives				
		Team work				
		Producing reports				
		Demonstrating specific procedures				
		Result evaluation	0.5			
Problems		1.5				
Case studies		1.5				
Seminars						
Projects						
Others						

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## 7. PROCEDURE FOR THE EVALUATION OF COMPETENCES

### 7.1. Evaluation procedures

Regardless the students have attended to the English or the Spanish language groups, students can choose to write the English or Spanish version of the exam.

Students' evaluation will be based on a valuation of theoretical and practical questions during the exam and also on the evaluation of the participation during the semester.

Students will write a theoretical exam at the end of the semester based on test-type and short questions. Students need to get a mark higher than 4 out of 10 to pass the course.

Students will also write a final practical exam based on a case study at the end of the semester. Students need also to get a minimum mark of 4 out of 10 here to pass the course.

In-classwork and participation and the deepness of the comments and ideas expressed will be also valued. In addition, student's own work will be take into account.

**Misleading and / or unethical behaviour by the student (cheating) will end in an overall 0 mark at the end of the semester regardless the evaluation of the exams!!!!**

**At the end of the course, students will receive a certification of having assisted and passed a course taught in English language.**

### 7.1.2. Evaluation percentages

Theory percentage	35%
Practice percentage	25%
Group work sessions percentage	25%
Student's autonomal work	15%


In order to pass the course students will need an average mark of 5 out of 10.

### 7.2. Evaluation instruments

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

**7.3. Follow-up mechanisms** *(the specific mechanisms proposed by the teachers for the follow-up of the subject will be*

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listed here)

Tutorial attendance  
Seminar attendance and participation  
Activities delivery  
WebCt participation

## 8. SUBJECT BIBLIOGRAPHY

### 8.1. Recommended bibliography

Recommended bibliography

- o KERIN, R., HARTLEY, S., BERKOWITZ, E. and RUDELIUS, W. (2006). *Marketing*, McGraw Hill International (English version)
- o KOTLER, P. and ARMSTRONG, G. (2010). *Principles of marketing*, 12e, Pearson.
- o LAMB, CH., HAIR, J. and McDANIEL, C. (2012) *MKTG 5*, South Western, CENGAGE Learning(English version)

### 8.2. Web addresses

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