

## COURSE GUIDE: 2013-14

COURSE DETAILS			
Name :	Introduction to marketing		
Code :	63101108	Plan :	Grado en Economía
Academic year :	13/14	Level :	Degree
Course :	1 <sup>st</sup>	Type :	Basic
Semester :	2 <sup>nd</sup>		
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	

LECTURER DETAILS			
Name	Dr. Juan Carlos Gázquez Abad		
Department	Economy and Business		
Building	B		
Office	1.260		
Phone	950215489	E-mail	jcgazque@ual.es
Personal webpage			

ACTIVITIES ORGANIZATION		
<i>Planned activities for learning and workload distribution per activity (in hours)</i>		
I. STUDENT'S ACTIVITIES (In-class / Online)	• Seminars [Example]	0,0
	• Teaching group [Theoretical and practical content sections]	31,5
	• Work group / small group [Example]	13,5
	<i>Total In-class/Online time :</i>	45,0
II. STUDENT'S AUTONOMOUS ACTIVITIES (not in-class)	• 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
<b>TOTAL WORKING HOURS</b>		<b>150,0</b>

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## 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

- o Marketing management
- o Market Research
- o Strategic Marketing

#### MARKETING BACHELOR

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

### 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

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

- Problem solving ability
- Management and information skills

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- 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 OBJECTIVES/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

<b>Module</b>	<b>MARKETING: CONCEPTS, TRENDS AND FUNCTIONS. CREATING CUSTOMER VALUE</b>
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<b>Content</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)
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#### Learning system and methodology

<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
<b>Teaching group [Theory]</b>			4,5
<b>Work group [presentations, searching information]</b>			10,5
	<b>Lecture, debate [example]</b>		8,0

#### Description of autonomous workload

Search, consultation and handling of information. Exercises

<b>Module</b>	<b>TARGETING MARKETING OPPORTUNITIES</b>
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<b>Content</b>			
(Unit 4. Market Research)			
(Unit 5. Organizational markets and consumer behavior)			
(Unit 6. Identifying market segments and targets)			
<b>Learning system and methodology</b>			
<i>System</i>	<i>Learning procedures and activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
<b>Teaching group [Theory]</b>			6,0
<b>Work group [presentations, searching information]</b>			12,0
	<b>Lecture, debate [example]</b>		4,0
<b>Description of autonomous workload</b>			
Search, consultation and handling of information. Exercises			

<b>EVALUATION SYSTEM</b>			
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			
Exercises, Questions, problems			
Process observation			
Final valuation of student's work			
Final exams			
Monitoring mechanisms			
Tutorial attendance			
Seminar attendance and participation			
Activities delivery			
WebCt participation			

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**BIBLIOGRAPHY**

## Recommended bibliography

- 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. (2012) *MKTG 5*, South Western, CENGAGE Learning(English version)

## Bibliography existing in the library of the University of Almeria

<http://almirez.ual.es/search/x?SEARCH=70534211>

**WEB ADRESSES**

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