



## INTRODUCTION TO MARKETING

### 21502 - INTRODUCTION TO MARKETING (2023-24)

#### General

**Code:** 21502

**Lecturer responsible:**

SELLERS RUBIO, RICARDO

**Credits ECTS:**

**6**

Theoretical credits:

1,2

Practical credits:

1,2

Distance-base hours:

3,6

#### Departments involved

- **Dept:** MARKETING
- **Area:** MARKETING AND MARKET RESEARCH
- **Theoretical credits:** 1,5
- **Practical credits:** 0,9
- This Dept. is responsible for the course.
- This Dept. is responsible for the final mark record.

#### Study programmes where this course is taught

- **DEGREE IN MARKETING**
- Course type: CORE (Year: 1)

#### Competencies and objectives

##### Course context for academic year 2023-24

The basic objective of the subject Introduction to Marketing is to provide students with basic training and an overview of the fundamental aspects within the functional area of the Business Management and Research that allows them to face their practice in business, especially in the professional profiles of commercial consultancy and marketing director.

The subject Introduction to Marketing is the first of the subjects of the module "Marketing and Market Research" that students attend. It consists of 6 ECTS credits and is a basic training subject.

Throughout the course, the student is familiarized with the basic concepts of marketing, including market research, marketing strategy, and marketing management tools (product, price, distribution and communication). This allows the student to face the learning of the contents of the module "Marketing and Market Research" with a holistic vision of all the elements that make up the area of commercialization of the company.

This subject is, therefore, an introduction for the further development of the other subjects taught by the Marketing Department (which vary depending on the corresponding studies -consult specific plans-).

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**Course content (verified by ANECA in official undergraduate and Master's degrees) for academic year {0}**

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**Transversal Competences**

- **CT1** : Llegir i comunicar-se en l'àmbit professional en un idioma estranger, especialment en anglès.
- **CT2** : Usar habitualment les eines informàtiques i les tecnologies de la informació i les comunicacions en tot l'exercici professional.
- **CT3** : Capacitat de comunicació oral i escrita.

**Specific Competences**

- **CE7** : Ser capaç d'aplicar els coneixements de màrqueting i les tècniques de recerca comercial, qualitatives o matemàtiques, estadístiques i econòmiques, en la definició de solucions de negoci.

**Competencias Básicas y Generales:>>Generales**

- **CG1** : Adquirir capacitat per a la cercar i analitzar informació rellevant que permeti interpretar l'evolució dels mercats de béns i serveis i formular una estratègia de màrqueting.
- **CG2** : Ser capaç de treballar en equip, liderar-lo i motivar-lo, durant el treball professional, en la direcció de màrqueting.
- **CG4** : Aplicar, a l'anàlisi dels problemes, criteris professionals basats en l'ús de les estratègies empresarials i de màrqueting i recerca de mercats.
- **CG5** : Ser capaç de prendre decisions empresarials i en la direcció de màrqueting, aplicant els coneixements a la pràctica des d'una perspectiva interdisciplinària i integradora de coneixements.

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**Exclusive skill taught in this course**

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No data

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**Learning outcomes (Training objectives)**

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No data

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**Specific objectives stated by the academic staff for academic year 2023-24**

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No data

## Content and bibliography

### Content for academic year 2023-24

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The subject Introduction to Marketing is divided into six fundamental units.

#### **Unit 1. Introduction to marketing**

In this topic the marketing concept is analyzed as well as its evolution over time and the role of satisfaction of marketing needs. Additionally, the most relevant aspects of actual marketing practice are studied.

#### **Unit 2. Marketing planning**

This topic presents the content of the marketing plan, which will serve as a framework for the development of subsequent topics. Among other aspects, the analysis of the situation, the establishment of objectives, the design of strategies and the mechanisms of evaluation and control of the plan will be studied.

#### **Unit 3. Consumer behavior**

In this topic the concepts of market and demand are exposed and the purchasing process of individual consumers is studied.

#### **Unit 4. Segmentation and positioning**

This topic addresses the study of market segmentation, including the criteria for carrying it out and its application in the design of marketing strategies. Additionally, the concept of positioning and its importance for the development of marketing activities is examined.

#### **Unit 5. Marketing strategies**

The student is introduced to the basic concepts related to marketing strategies: product, price, distribution and communication.

#### **Unit 6. Marketing research**

This topic introduces the student to the essential elements of market research, detailing the phases of the same and analyzing in detail a fundamental part of the research, such as forecasting demand.

## Assessment

### Assessment procedures and criteria 2023-24

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#### **ORDINARY CALL (C2)**

The calculation of the final grade will be based on the grade obtained in each of the blocks with its percentage. **To pass the subject the student must obtain a minimum of 5 points adding the notes of all the parts and a minimum of 1.5 points (out of a maximum of 4) in the exam.** If the students do not exceed the minimum set in the exam, they will not be able to pass the subject, their grade being the minimum value between the grade obtained (adding the different parts) and the value 4.5.

#### **EXTRAORDINARY CALL (C4)**

In case that the student does not pass the subject in the first call he/she will be entitled to a second extraordinary call (resit). In this call, the student will have two evaluation options to choose from, being able to decide on the same day of the exam which of the two is accepted.

**OPTION 1:** In this option, the student will **keep the grade of the continuous evaluation** (practice submission and/or continuous participation) obtained throughout the academic semester. Therefore, the final grade of the student will be the sum of the grade obtained in the continuous evaluation plus the grade obtained in the exam of this second call. This exam will be a test type and its structure will be similar to the one of the ordinary call. In this exam there will be no minimum grade.

**OPTION 2:** Under this evaluation option, **the student is examined of the whole subject, losing the right to add the grade accumulated during the continuous evaluation** throughout the academic semester (if any). This option of exam is recommended for those students who have obtained a low grade in the continuous evaluation, as well as for those students who, due to various circumstances, do not have a continuous assessment grade (due to not attending classes, prolonged absences, etc.). The exam will evaluate both the theory and the practice explained throughout the course, it will be a test type and its structure will be similar to the one of the ordinary call. In this exam there will be no minimum grade in the different parts.

Description	Criteria	Type	Weighting system
Delivery of assignments (50% of the final grade; maximum 5 points).	<p><b>Delivery of assignments (50% of the final grade; maximum 5 points).</b></p> <p>This section refers to the delivery through the UACloud (Evaluation -&gt; Controls -&gt; Practice delivery control) of the assignment 7 (Case Study 7) and the final assignment, both included in the course materials.</p> <p>Students must form groups of between 2 and 4 members for the delivery of each assignment and the grade obtained will be the same for all members.</p> <p>Case Study 7 will be graded out of a maximum of 2 points. The final assignment will score a maximum of 3 points (2 points for the assignment delivered and 1 point for the presentation in class).</p> <p>The clarity, coherence and accuracy of the answers to the questions posed, and the use of secondary sources of information -contrast and reliable- to support the answers will be evaluated.</p> <p>All the details about the rules of delivery, deadlines for submission and evaluation criteria can be found in the Course Description document.</p>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	50
Active and continuous participation in practical classes (10% of the final grade, maximum 1 point).	<p><b>Active and continuous participation in practical classes (10% of the final grade, maximum 1 point).</b></p> <p>The assessment of this point will be made by the professor of practices throughout the academic semester. The teacher will verify that the students who attend perform the corresponding practical through the procedure that he/she considers appropriate (e.g. questions, exhibitions, gamification, debates, collection of practicals, etc.).</p>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	10

Objective test of multiple choice questions (40% of the final grade, maximum 4 points).	<b>Objective test of multiple choice questions (40% of the final grade, maximum 4 points).</b>	FINAL TEST	40
	This test will evaluate the scope of learning outcomes.		
	The final exam will be a test type, with four answer options where only one is correct. Each wrong / poorly answered answer will subtract one third of a correct answer. Blank answers will not subtract points.		
	Formula for the calculation of the exam mark: [(Matches - (Failures / 3)) * (4 / number of questions in the test)]		
	To pass the subject it is necessary to obtain a minimum of 1.5 points (out of a maximum of 4) in the exam.		

### Official exam dates for academic year 2023-24

Exam session	Date	Time	Group - Classroom(s) allocated	Comments
(C1) Pruebas extraordinarias de finalización de estudios	27/09/2023			
(C2) Periodo ordinario para asignaturas de primer semestre	08/01/2024	12:00 - 13:00	A1/0-01G A1/0-04G A1/0-06X A1/0-07X A1/0-18X A1/0-19X A1/1-36X A1/1-37X A1/1-50X A1/1-51X	
(C4) Pruebas extraordinarias para asignaturas de grado y máster	04/07/2024	11:30 - 14:30	A1/0-06X A1/0-07X A1/0-18X A1/0-19X A1/1-36X	

