

MODULE	SUBJECT AREA	YEAR	SEMESTER	CREDITS	TYPE
Underpinning knowledge in Business and Economics	Company	1 <sup>st</sup>	1 <sup>st</sup>	6	Foundation
<b>LECTURERS<sup>(1)</sup></b>			<b>FULL CONTACT ADDRESS FOR TUTORIALS</b> (Mailing address, phone number, email, etc.)		
<ul style="list-style-type: none"> <li>▪ Juan Miguel Rey Pino. (Group A-English). Office A200.</li> </ul> COURSE COORDINATOR: Juan Miguel Rey Pino			Department of Marketing and Market Research, 2nd floor, Faculty of Economics and Business. Campus Cartuja s/n 18071 Granada.		
			<b>TUTORIAL SCHEDULE AND/OR LINK TO THE WEBSITE WHERE TUTORIAL SCHEDULES CAN BE CONSULTED</b> <sup>(1)</sup>		
			<sup>(1)</sup> Consult the PRADO platform: <a href="https://prado.ugr.es">https://prado.ugr.es</a> and the directory of the University of Granada: <a href="https://directorio.ugr.es/static/PersonaIUGR/*/show/d43e02cbcd2413787ae58cd687f35391?saml_logout=1">https://directorio.ugr.es/static/PersonaIUGR/*/show/d43e02cbcd2413787ae58cd687f35391?saml_logout=1</a>		
<b>DEGREE IN WHICH THE COURSE IS TO BE GIVEN</b>			<b>OTHER GRADES THAT COULD BE OFFERED</b>		
Degree in Economics.					
<b>PREREQUISITES AND/OR RECOMMENDATIONS</b> (if applicable)					
Students are recommended to have a level of English equivalent to B2, and not less than B1 (Common European Framework of Reference for Languages).					
<b>BRIEF DESCRIPTION OF CONTENTS (ACCORDING TO BACHELOR'S DEGREE VERIFICATION REPORT)</b>					
<ul style="list-style-type: none"> <li>– Marketing concept and scope</li> <li>– Analysis of the environment and competition</li> </ul>					

<sup>1</sup> See possible update at Logged On > Applications > lecturer Sorting

(∞) This teaching guide must be completed following the "Normativa de Evaluación y de Calificación de los estudiantes de la Universidad de Granada" (<http://secretariageneral.ugr.es/pages/normativa/fichasugr/ng7121/>!)

- Consumer behaviour
- Market segmentation and positioning
- Fundamentals of commercial research
- Marketing mix

#### GENERAL AND SPECIFIC COMPETENCES

- **Basic and general skills:**
  - Analysis and synthesis capacity
  - Organizational and planning skills
  - Oral and written communication skills in Spanish
  - Computer skills related to the field of study
  - Ability to manage information
  - Problem solving skills
  - Decision-making capacity
  - Ability to work in an interdisciplinary team
  - Critical and self-critical thinking skills
  - Ability to learn and work independently
  - Ability to adapt to new situations
  - Creativity or ability to generate new ideas
  - Leadership skills
  - Quality-conscious attitude
  - Ability to apply knowledge in practice
  - Ability to search for information and research
  - Ability to design and manage projects
  - That students have demonstrated knowledge and understanding in an area of study that is at the core of general secondary education, and is often at a level that, while supported by advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study
  - That students know how to apply their knowledge to their work or vocation in a professional way and possess the skills that are usually demonstrated through the development and defense of arguments and the resolution of problems within their area of study
  - Students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include reflection on relevant social, scientific or ethical issues
  - That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences
  - That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy
- **Transversal competences:**
  - Through the knowledge and application of the concepts learned in the degree, be able to identify and anticipate relevant economic problems in relation to the allocation of resources in general, both in the private and public sphere
- **Specific competences:**
  - Knowing and applying the basic concepts of marketing

#### OBJECTIVES (EXPRESSED AS EXPECTED LEARNING OUTCOMES)

The objective of this program is to provide the student with an overview of marketing management in the



company. This will be based on the concept and scope of marketing in the company. Subsequently, marketing will be analysed from a strategic point of view.

More specifically, the student:

- Will know the different factors of the environment (macro and micro) that affect the commercial management of the company, as well as the different factors that affect the competitive position of the company, defining competition in its broadest sense.
- Will be able to precisely define the market and select that part of it that is most interesting to the company according to its resources and capabilities.
- Will be in a position to make forecasts of future demand in the markets in which a company may be interested.
- Will be able to identify the factors that affect the purchasing behaviour of consumers and organisations, as well as the stages through which both a consumer and an organisation pass in their purchase decision process.
- Will be able to segment the market and analyse the different positioning strategies.
- Will get knowledge of specific strategies related to the four components of operational marketing: product, price, distribution and communication.

## DETAILED COURSE SYLLABUS

### THEORETICAL SYLLABUS:

- **LESSON 1 MARKETING CONCEPT AND SCOPE**
  - Marketing concept.
  - Strategic marketing and operational marketing.
  - Evolution of the marketing function in the company.
- **LESSON 2 ANALYSIS OF THE ENVIRONMENT AND COMPETITION**
  - The analysis of the environment: macro and microenvironment
  - The competition in the company.
- **LESSON 3 MARKET AND DEMAND ANALYSIS**
  - Concept and classification of markets.
  - The consumer goods market.
  - The market for industrial goods.
  - The service markets.
  - Concept and dimension of the demand.
  - Demand forecasting methods.
- **LESSON 4 CONSUMER BEHAVIOR**
  - Influences on consumer behaviour.
  - The consumer's purchase decision process.
  - Buying situations.
- **LESSON 5 MARKET SEGMENTATION AND POSITIONING**
  - Concept and usefulness of market segmentation
  - The criteria of segmentation.



- The basic strategies of segmentation.
- Market positioning.
- LESSON 6 MARKETING POLICIES
  - The marketing mix
  - The product as a marketing variable: dimensions and product decisions
  - Concept and instruments of commercial communication.
  - Commercial distribution as a marketing variable: types of intermediaries and functions
  - Pricing decisions: objectives, methods and strategies for pricing.

#### PRACTICAL SYLLABUS:

- Autonomous work activities for each of the subjects that make up the course programme.
- Discussion of practical cases and readings in which aspects related to the topics contained in the theoretical program are analysed.
- Other group and individual activities: analysis of company marketing policies, dynamics, debates, etc.

#### BIBLIOGRAPHY

##### FUNDAMENTAL BIBLIOGRAPHY:

- ARMSTRONG, G., KOTLER, P., & OPRESNIK, M. (2019). Marketing: an introduction (14th ed. global edition). Pearson.
- KOTLER, P. & ARMSTRONG, G. (2018): Principles of Marketing, 17th edition. Pearson.
- KOTLER, P. and KELLER, K. (2016): Marketing Management. 15 Ed. Pearson, Madrid.
- KOTLER, P. (2012). Marketing Management, Pearson, 14 ed.
- KERIN, ROGER A., and HATLEY, St. W. Marketing. Mexico: McGraw-Hill, 2018.
- ARMSTRONG, G.; KOTLER, P.; MERINO, M.J.; PINTADO, T. and JUAN, J.M. (2011). Introduction to Marketing, Pearson, 3rd ed.
- ESTEBAN TALAYA, A.; GARCÍA DE MADARIAGA MIRANDA, J.; NARROS GONZÁLEZ, M<sup>a</sup> J; OLARTE PASCUAL, C.; REINARES LARA, E. and SACO VÁZQUEZ, M. (2008). Marketing principles, ESIC, Madrid.
- GARCÍA, M.D. (2008): Marketing Manual. ESIC Editorial, Madrid.
- KOTLER, P., AMSTRONG, G., SANDERS, J., WONG, V., MIGUEL, S., BIGNÉ, E. Y CÁMARA, D. (2000): Introduction to Marketing. Ed. Prentice-Hall, 2a Ed. Europa, Madrid.
- KOTLER, P., LANE, K., CÁMARA, D, y MOLLÁ, A. (2006): Marketing Management. 12 Ed. Prentice-Hall, Madrid.
- KOTLER, P. (2008): Fundamentals of Marketing. 8th Edition. Prentice-Hall, Mexico.
- MUNUERA ALEMÁN, J.L. Y RODRÍGUEZ ESCUDERO, A.I. (2006): Marketing strategies. From theory to practice. Esic Editorial, Madrid.
- MUNUERA ALEMÁN, J.L. Y RODRÍGUEZ ESCUDERO, A.I. (2007): Marketing Strategies. An approach based on the management process. Esic Editorial, Madrid.
- MUNUERA ALEMÁN, J.L. Y RODRÍGUEZ ESCUDERO, A.I. (2009): Cases of strategic marketing in organizations. Esic Editorial, Madrid.
- MUNUERA ALEMÁN, J.L. Y RODRÍGUEZ ESCUDERO, A.I. (2007): Marketing Strategies. An approach based on the management process. Esic Editorial, Madrid.
- SANTESMASTRE, M. *Marketing: concepts and strategies* . 6th ed. Madrid: Pirámide, 2012. Print.

##### COMPLEMENTARY BIBLIOGRAPHY:

- BARROSO, C. AND MARTÍN ARMARIO, E. (1999): Relationship marketing. Esic Editorial, Madrid.



- BEST, R.J. (2007): Strategic marketing. Prentice Hall, Madrid.
- GONZÁLEZ VÁZQUEZ, E. YALÉNGONZÁLEZ, E. (2005): Cases of Marketing Management. Prentice Hall, Madrid.
- KOTLER, P. (2005): Frequently asked questions about marketing. Granica Publishing House, Barcelona.
- LAMBIN, J-J. (2003a): Strategic marketing. McGraw Hill, Madrid.
- LAMBIN, J-J. (2003b): Marketing case studies. McGraw Hill, Madrid.
- MARTÍN ARMARIO, E. (1993): Marketing. Ariel Economía, Barcelona.
- MIQUEL, S.; MOLLÁ, A. Y BIGNÉ, E. (1994): Introduction to marketing. Ed. McGrawHill, Madrid.
- MUNUERA, J.L. AND RODRÍGUEZ, A. (1998): Strategic marketing: theory and cases. Pirámide, Madrid.
- ORTEGA, E. (1994): Trade Investigation Manual. 3ªEd. Pirámide, Madrid.
- SANMARTIN, S. (2008): Marketing practices. Exercises and assumptions. Esic Editorial, Madrid.
- SÁNCHEZ GUZMÁN, J.R. (1995): Marketing. Basic concepts and fundamental considerations. McGraw-Hill, Madrid.
- SANTESMASES, M. (2007): Marketing. Concepts and strategies. 5th edition. Pirámide, Madrid.
- VÁZQUEZ, R.; SANTOS, M.L. AND SANZO, M.J. (1998): Marketing strategies for industrial markets. Civitas, Madrid.
- VÁZQUEZ, R.; TRESPALACIOS, J.A. and RODRIGUEZ DEL BOSQUE, I.A. (2005): Marketing: strategies and sectorial applications, 4ª Ed. Civitas, Madrid.

#### RECOMMENDED LINKS

<https://www.ama.org>  
<http://www.marketingnews.es/>  
<http://www.aedemo.es/>  
<https://www.aemark.org/index.php/es-es/>  
<https://ipmark.com/>

#### TEACHING METHODOLOGY

The course will take place during the first semester period for 4 hours a week. The classes will be theoretical and practical. Theoretical classes will consist of presentations by the lecturer and active participation of the student about the subject matter indicated above.

For the development of the practical part, various dynamics, inverted classes, theoretical evaluation tests, readings, debates or practical cases, visits from professionals, among others, will be carried out throughout the course. The activities will be both autonomous and group work.

The attendance, participation and performance achieved in the different practices/activities are the criteria for the continuous evaluation of each student. The student **must attend as many practical sessions as necessary until he or she reaches at least the minimum qualification for the practical part of the subject** that will allow him or her to pass this course (80% attendance, both virtual and face-to-face depending on health conditions).

#### EVALUATION (TOOLS FOR EVALUATION, EVALUATION CRITERIA AND PERCENTAGE ON THE FINAL GRADE, ETC.)

The preferred system will be the continuous assessment system. Based on this system, 60% of the final grade will correspond to a final exam in which the student's theoretical knowledge will be evaluated. The exam will consist of two parts: a series of multiple-choice questions and a battery of true/false questions, in which the student will



have to justify the questions he has answered as false. For this purpose, a written and/or oral evaluation of the theoretical subject matter will be carried out. A final exam will be taken in the ordinary call and another in the extraordinary call.

The other 40% of the grade corresponds to the internship the student has done during the official academic year. Specifically, the grade will be a compendium of the work the student has submitted during the four-month period, self-employment activities and compulsory attendance at practical classes. The student's final grade will be the sum of the grade obtained in the theoretical part and the practical part, as long as the student has passed at least 1/3 in each of the parts. The grades of the continuous assessment practices are maintained for both calls.

The practical examination of the final single assessment test may include a series of questions and practical exercises in relation to the subject matter and the practical material worked on during the course. It is recommended that you consult the exam call that will be published in advance of the exam date.

Everything related to evaluation will be governed by Article 8.2 of the Regulations for the evaluation and qualification of students in force at the University of Granada, which can be consulted at:[http://secretariageneral.ugr.es/bougr/pages/bougr112/\\_doc/examenes/!](http://secretariageneral.ugr.es/bougr/pages/bougr112/_doc/examenes/)

**DESIGN FOR ALL: SPECIFIC NEEDS FOR EDUCATIONAL SUPPORT (NEAE):** Following

In accordance with the recommendations of the CRUE and the Secretariat of Inclusion and Diversity of the UGR, the systems for the acquisition and evaluation of competencies included in this teaching guide will be applied in accordance with the principle of design for all, facilitating learning and the demonstration of knowledge according to the needs and functional diversity of the students.

**DESCRIPTION OF THE GRADING THAT WILL BE PART OF THE FINAL SINGLE EVALUATION SET OUT IN THE "RULES FOR THE EVALUATION AND QUALIFICATION OF STUDENTS AT THE UNIVERSITY OF GRANADA"**

For students who take the final single evaluation referred to in Article 8 of the Regulations for the Evaluation and Qualification of Students of the University of Granada (approved by the Governing Council on 20 May 2013), it will consist of both theoretical and practical evaluation tests related to the contents of the subject and to the practical work carried out during the academic year. The grading system of both parts, that is, theoretical and practical, will have the same weighting as in the case of continuous evaluation students.

The practical examination of the extraordinary evaluation and the final single evaluation exams, can include a series of questions and practical exercises related to the subject and to the practical material worked during the course. It is recommended that you consult the exam call that will be published in advance of the exam date.

Students who take the final single evaluation referred to in Article 8 of the rules for evaluation and qualification of students of the University of Granada (approved by the Governing Council on 9 November 2016), must apply within the first two weeks of the course, or within two weeks of registration if it has taken place after the start of the course. The student will request it, through the electronic procedure, to the Director of the Department, alleging and accrediting the reasons for not being able to follow the continuous assessment system.

The Director of the Department to which the request was addressed, after hearing the faculty responsible for the subject, will decide on the request within ten working days. After this period has elapsed without the student having received an express written response, the request will be understood to have been accepted.



Everything related to evaluation will be governed by Article 8.2 of the Regulations for evaluation and qualification of students in force at the University of Granada, which can be consulted at:[http://secretariageneral.ugr.es/bougr/pages/bougr112/\\_doc/examenes/!](http://secretariageneral.ugr.es/bougr/pages/bougr112/_doc/examenes/)

It will also be necessary in this unique evaluation that the student obtains at least 1/3 in each part in order to be eligible to pass the course. This criterion will be maintained for all the ordinary and extraordinary calls.

### SCENARIO A (FACE-TO-FACE AND NON-FACE-TO-FACE TEACHING AND LEARNING)

#### TUTORIAL ASSISTANCE

##### SCHEDULE

(As set out in the POD)

##### TOOLS FOR TUTORIAL CARE

(Indicate telematic means for tutorial attention)

Consult at <http://directorio.ugr.es/>

- Face-to-face (if allowed)
- Synchronous tools: Preferably Google Meet or others established from the UGR
- Asynchronous tools: Ugr mail, forums and chats in PRADO.

#### MEASURES TO ADAPT THE TEACHING METHODOLOGY

In the case of theoretical or practical classes that cannot be carried out in person, the synchronous and asynchronous tools for non-presential teaching enabled by the University will be used. Thus, PRADO will be used to host the teaching material, and Google Meet will be used for the development of synchronous virtual classes.

#### EVALUATION ADAPTATION MEASURES (Instruments, criteria and percentages on the final rating)

##### Ordinary Call

The test in the ordinary call (theoretical examination) will follow the same instruments, criteria and percentages as those described in the general section on ordinary assessment. They may be taken in person as long as health conditions and university regulations allow. Otherwise, they may be carried out through Prado and/or the Google Meet platform, and the connection must be made through the go.ugr.es account.

##### Extraordinary Call

The tests in the extraordinary call (theoretical and, where appropriate, practical examination) will follow the same instruments, criteria and percentages as those described in the general section on extraordinary assessment. They may be taken in person as long as health conditions and university regulations allow. Otherwise, they may be carried out through Prado and/or the Google Meet platform, and the connection must be made through the go.ugr.es account.

##### Final Single Evaluation



The test for the ordinary and extraordinary call will follow the same instruments, criteria and percentages as those described in the general section on the final single evaluation. They may be held in person as long as health conditions and university regulations allow. Otherwise, they may be carried out through Prado and/or the Google Meet platform, and the connection must be made through the go.ugr.es account.

### SCENARIO B (SUSPENSION OF THE ATTENDANCE ACTIVITY)

#### TUTORIAL ASSISTANCE

##### SCHEDULE

(As set out in the POD)

##### TOOLS FOR TUTORIAL CARE

(Indicate telematic means for tutorial attention)

Consult at <http://directorio.ugr.es/>

- Synchronous tools: Preferably Google Meet or others established from the UGR
- Asynchronous tools: Ugr mail, forums and chats in PRADO.

#### MEASURES TO ADAPT THE TEACHING METHODOLOGY

In the case of theoretical or practical classes, the synchronous and asynchronous tools for non-attendance teaching enabled by the University will be used. Thus, PRADO will be used to host the teaching material, and Google Meet will be used for the development of synchronous virtual classes.

#### EVALUATION ADAPTATION MEASURES (Instruments, criteria and percentages on the final rating)

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##### Extraordinary Call

The tests in the extraordinary call (theoretical and, where appropriate, practical examination) will follow the same instruments, criteria and percentages as those described in the general section on extraordinary assessment. They will be carried out through Prado and/or the Google Meet platform, and the connection must be made through the go.ugr.es account.

##### Final Single Evaluation

The test for the ordinary and extraordinary call will follow the same instruments, criteria and percentages as those described in the general section on the final single evaluation. They will be carried out through Prado and/or the Google Meet platform, and the connection must be made through the go.ugr.es account.

#### ADDITIONAL INFORMATION (If applicable)





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The student must be very aware that in any work submitted by the student it is totally forbidden to make a literal copy ("copy and paste") or a literal translation of content taken from Internet information sources, or from any other type of source. A literal copy of content and/or without proper citation will result in the cancellation of all continuous assessment and a failure of the course. It is highly recommended that students consult other sources in order to compare data, go deeper into concepts, discover new ideas, etc. In the event that a commentary on these consultations is required, the student will have to indicate the sources used in the form of a bibliographical reference at the bottom of the page following some style of citation (for example, the APA citation style), bearing in mind that a personal commentary on the ideas extracted is always required.

The system of qualifications will be expressed by means of a numerical qualification in accordance with the provisions of article 5 of Royal Decree 1125/2003, of 5 September, which establishes the European system of credits and the system of qualifications for official university qualifications valid in Spain.

Everything related to evaluation will be governed by the Regulations for the evaluation and qualification of students in force at the University of Granada, which can be consulted at: <http://sl.ugr.es/09FY>

The lecturers will make the general communications to the group that they consider appropriate through the PRADO platform of the University of Granada (<https://prado.ugr.es>), so it is recommended that the student consults this platform regularly.

In the event that there are incidents with PRADO or some connectivity problem at the time of the exam, alternative telematic systems will be chosen, such as oral exam by videoconference, with recording of the test.

