

COURSE GUIDE

**Introduction to Marketing**

Last updated date: 16/06/2021

Approval date:

Comercialización e Investigación de Mercados:

16/06/2021

Economía Financiera y Contabilidad: 16/06/2021

<b>Grado (Bachelor's Degree)</b>	Bachelor's Degree in Building+ Bachelor's Degree in Business Administration and Management	<b>Branch</b>	Social and Legal Sciences
----------------------------------	--	---------------	---------------------------

<b>Module</b>	Formación Básica	<b>Subject</b>	Empresa
---------------	------------------	----------------	---------

<b>Year of study</b>	2º	<b>Semester</b>	1º	<b>ECTS Credits</b>	6	<b>Course type</b>	Core course
----------------------	----	-----------------	----	---------------------	---	--------------------	-------------

**PREREQUISITES AND RECOMMENDATIONS**

Students are recommended to have a level of English equivalent to B2, and not less than B1 (Common European Framework of Reference for Languages)

**BRIEF DESCRIPTION OF COURSE CONTENT (According to the programme's verification report)**

- Marketing concept and scope
- Analysis of the environment and competition
- Consumer behaviour
- Market segmentation and positioning
- Fundamentals of commercial research
- Marketing mix

**SKILLS**

**GENERAL SKILLS**

- CG01 - Capacidad de aprendizaje y trabajo autónomo
- CG02 - Habilidad para analizar y buscar información proveniente de fuentes diversas aplicables al ámbito de estudio
- CG04 - Capacidad de trabajo en equipo
- CG06 - Capacidad de análisis y síntesis
- CG07 - Capacidad para tomar decisiones
- CG08 - Capacidad para la resolución de problemas en el ámbito económico empresarial
- CG09 - Capacidad de organización y planificación
- CG10 - Capacidad de adaptación a nuevas situaciones o situaciones cambiantes
- CG11 - Creatividad e intuición para elegir medidas adecuadas a los distintos contextos
- CG12 - Capacidad de dirección y liderazgo



- CG14 - Poder transmitir información, ideas y soluciones sobre problemas planteados
- CG15 - Capacidad para asumir un compromiso ético en el trabajo
- CG16 - Sensibilidad hacia temas ambientales y sociales
- CG19 - Comunicación oral y escrita en castellano
- CG20 - Conocimientos de informática relativos al ámbito de estudio
- CG21 - Saber reunir e interpretar datos relevantes para emitir juicios
- CG24 - Capacidad para aplicar los conocimientos a la práctica

### SUBJECT-SPECIFIC SKILLS

- CE01 - Conocer y comprender la realidad económica, identificar el papel que desempeñan las empresas dentro de la economía, conocer las distintas formas que pueden adoptar las empresas.
- CE02 - Entender las perspectivas más relevantes en el estudio de las organizaciones
- CE09 - Conocer y aplicar los conceptos teóricos y/o las técnicas instrumentales y herramientas para la resolución de problemas económicos y situaciones reales
- CE11 - Utilizar herramientas básicas de naturaleza cuantitativa, de cálculo y para el diagnóstico y análisis
- CE15 - Conocer y aplicar los conceptos básicos de Finanzas
- CE16 - Conocer y aplicar los conceptos básicos de Contabilidad
- CE17 - Conocer y aplicar los conceptos básicos de Dirección de empresas
- CE18 - Conocer y aplicar los conceptos básicos de Marketing
- CE19 - Capacidad para comprender los fenómenos que inciden en las decisiones financieras y aplicar los métodos y conceptos oportunos en la toma de decisiones en el ámbito empresarial.
- CE20 - Conocer y desempeñar las funciones que conforman el proceso de administración: planificación, dirección, organización y control
- CE21 - Comprender el papel y funcionamiento del sistema de información contable en la empresa, las operaciones de explotación, de inversión y financiación realizadas por la empresa; identificar las fuentes de información contable relevantes y su contenido; relacionar la contabilidad con otras materias a través del papel de los estados contables y su utilidad para la toma de decisiones
- CE22 - Elaborar un diagnóstico de la situación y resultados del mundo empresarial, identificar y diagnosticar problemas, modelarlos y ofrecer soluciones de forma razonada
- CE23 - Gestionar y administrar una empresa, así como otras organizaciones públicas y privadas y ser capaz de diseñar la estructura organizativa
- CE24 - Entender y aplicar las principales líneas de pensamiento estratégico actual, el papel de la competencia y la búsqueda de la ventaja competitiva; entender las raíces del éxito y el fracaso empresarial, conociendo a fondo los conceptos y herramientas para la formulación y desarrollo de una estrategia
- CE25 - Manejar las variables comerciales que permitan alcanzar los objetivos deseados, dominar las técnicas de investigación comercial, entender el comportamiento de los consumidores, y conocer el marketing sectorial.
- CE26 - Conocer los sistemas de información como apoyo a la dirección y las funciones de los mismos: planificación, análisis, diseño e implantación de los sistemas de información; e interpretar la información derivada de ellos.
- CE27 - Conocer y evaluar el mercado y el entorno integrado dentro del sistema de información del marketing.

### TRANSFERABLE SKILLS

- CT01 - Gestionar y administrar una empresa u organización entendiendo su ubicación competitiva e institucional e identificando sus fortalezas y debilidades. Integrarse en



cualquier área funcional de una empresa u organización mediana o grande y desempeñar con soltura cualquier labor de gestión en ella encomendada.

- CT02 - Valorar a partir de los registros relevantes de información la situación y previsible evolución de una empresa y emitir informes sobre situaciones concretas de empresas y mercados o tomar decisiones en base a la información obtenida.

## LEARNING OUTCOMES

### Objectives

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.

## PLANNED LEARNING ACTIVITIES

### THEORY 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.

## RECOMMENDED READING

### ESSENTIAL READING

- 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 READING

- 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. 3ª Ed. 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 LEARNING RESOURCES/TOOLS

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

### TEACHING METHODS

- MD01 Docencia presencial en el aula
- MD02 Estudio individualizado del alumno, búsqueda, consulta y tratamiento de información, resolución de problemas y casos prácticos, y realización de trabajos y exposiciones.
- MD03 Tutorías individuales y/o colectivas y evaluación



**ASSESSMENT METHODS (Instruments, criteria and percentages)****ORDINARY EXAMINATION DIET**

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.

**EXTRAORDINARY EXAMINATION DIET**

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.

### SINGLE FINAL ASSESSMENT (evaluación única final)

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.

### ADDITIONAL INFORMATION



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.

