Approval date: **27/06/2025**

COURSE GUIDE

Introduction to Marketing (2261113)

Grado (Bachelor's Degree)	Grado en Economía (Bilingüe)	**Branch**	Social and Legal Sciences
Module	Formación Básica	**Subject**	Empresa

Year of study	1º	**Semester**	1º	**ECTS Credits**	6	**Course type**	Core course

PREREQUISITES AND RECOMMENDATIONS

Students are recommended to have a level of English equivalent to B2, although the correct level to follow the course normally and to be able to pass it is C1, 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

- CG03 - Ability to analyse and summarise.
- CG04 - Ability to organise and plan.
- CG05 - Oral and written communication skills in Spanish.
- CG06 - Computer skills related to the field of study.
- CG07 - Ability to manage information.
- CG08 - Problem-solving skills.
- CG09 - Ability to make decisions.
- CG11 - Ability to work in an interdisciplinary team.
- CG16 - Ability to engage in critical and self-critical reasoning.
- CG17 - Ability to learn and work autonomously.
- CG18 - Ability to adapt to new situations
- CG19 - Creatividad o habilidad para generar nuevas ideas
- CG20 - Leadership skills.

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- CG22 - Concern for quality.
- CG24 - Ability to apply knowledge to practice.
- CG25 - Ability to search for information and research.
- CG26 - Ability to design and manage projects.

SUBJECT-SPECIFIC SKILLS

- CE01 - Know and apply the basic concepts of Business Management.
- CE02 - Acquire skills and master computer tools applied to different subjects.
- CE03 - Be able to understand the different financial laws and their application to financial operations.
- CE04 - Be able to value different types of financial income and to derive the effective return on financial investments and sources of finance.
- CE05 - Know and apply the basic concepts of Marketing.
- CE06 - Understand the processes involved in the creation, innovation and development of a company, as well as the promotion of entrepreneurship and business ethics.
- CE07 - Ability to search for information and research.
- CE08 - Know and apply the basic concepts of Accounting.
- CE09 - Understand the role of the accounting system in the company and the importance of its internal and external operations (investment and financing).
- CE10 - Understand the regulatory framework and legal requirements for drawing up summary financial statements and analyse the asset situation and evolution, as well as the results obtained in the activity.

TRANSFERABLE SKILLS

- CT01 - Through the knowledge and application of concepts learnt in the Bachelor's Degree (Grado), be able to identify and anticipate economic problems relevant to the allocation of resources, both in the public and private sectors.

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.

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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. Consumer behavior
  - Influences on consumer behaviour.
  - The consumer's purchase decision process.
  - Buying situations.
- Lesson 4 fundamentals of market research
  - Marketing information needs
  - Marketing research
  - Analyzing and using marketing information
- 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 program.
- 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.

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COMPLEMENTARY READING

- BEST, R.J. (2007): Strategic marketing. 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.
- K. RAMACHANDRA, B. CHANDRASHEKARA, S. SHIVAKUMAR (2010): Marketing management [electronic resource]. Himalaya Pub. House. Mumbai India.
- ANDRONIKI KAVOURA, DAMIANOS P. SAKAS, PETROS TOMARAS (2017). Strategic Innovative Marketing [electronic resource] : 5th IC-SIM, Athens, Greece. Springer International Publishing.

RECOMMENDED LEARNING RESOURCES/TOOLS

https://www.ama.org http://www.marketingnews.es/
Section of the American Marketing Association on news of interest that are appearing in the field of Marketing.
http://www.aedemo.es/
AEDEMO is the Spanish Market Research Association, made up of professionals in the field of marketing and market research.
https://www.aemark.org/index.php/es-es/
AEMARK is the Spanish Marketing Association, and encompasses marketing researchers and professionals in Spain.
https://ipmark.com/
IPMARK is a content magazine for the Marketing profession.

TEACHING METHODS

- MD01 - Face-to-face teaching in the classroom
- MD02 - Individual work by the student; retrieval, consultation and processing of information; problem solving and practical case studies; and completion of assignments and presentations
- MD03 - Individual and/or group tutoring and evaluation

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 short opened questions or true/false ones, in which the student will have to justify the questions he has answered as false if it is the second case. 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

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submitted during the four-month period, self-employment activities and compulsory attendance at practical classes, which will sum up 40% (practical work). 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.
During the course, an attendance list will be randomly passed. Students may have up to 3 unexcused absences, after which they will lose 10% of the final grade obtained in the course.
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. The final single assessment test will sum up 70% by itself. 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/!
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, 70% 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 30% 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/!
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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

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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/!
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.
Información de interés para estudiantado con discapacidad y/o Necesidades Específicas de Apoyo Educativo (NEAE): Gestión de servicios y apoyos (https://ve.ugr.es/servicios/atencion-social/estudiantes-con-discapacidad).

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