

1. BASIC INFORMATION

Subject	Introduction to Marketing web
Degree program	International business
School	Social science and communication school
Course	1st
ECTS	6 ECTS
Credit type	Basic
Language	English
Delivery mode	Campus based
Semester	2nd
Academic year	2019/2020
Coordinating professor	Laura Juárez

2. PRESENTATION OF THE COURSE/MODULE

The subject of Introduction to Marketing is a part of the International Business degree and provides the basics skills and knowledge to manage the first steps in the marketing process.

3. COMPETENCES AND LEARNING OUTCOMES

Basic skills:

BS2: Students must apply their knowledge to their work and vocation in a professional way and must demonstrate their skills in sustaining arguments and solving problems within their field of study.

BS3: Students must be able to gather data, usually within their field of study, interpret it and make judgments and considerations on relevant social, scientific or ethical issues.

BS4: Students must be able to convey information, together with ideas, problems and solutions to a specialized or non-specialized audience.

Cross disciplinary skills:

CS5: Capacity to apply knowledge: Being able to use knowledge acquired in academic contexts in situations that resemble as closely as possible the reality of the chosen future profession.

CS6: Oral and written communication skills: The ability to transmit and receive information, ideas, opinions and attitudes for the purposes of comprehension and action, oral communication involving speech and gestures, and written communication writing and/or graphics.

CS16: Decision making: The ability to make a choice between two or more existing alternatives to effectively resolve different situations or problems

Specific Skills

SS7: Ability to use the management tools available in the area of marketing and commercial management, in the context of international business.

SS 11: Ability to analyze and evaluate macroeconomic information in new competitive environments when making strategic business decisions.

SS13: Ability to analyze and evaluate, in international social environments, the new competitive markets when making strategic business decisions.

SS15: Ability to perform market analysis prior to making decisions on international expansion and business growth.

SS16: Ability to select the best strategic planning, marketing and commercial alternatives, which are then implemented in the markets and companies in which the business activity takes place, in a context of globalized and interdependent environments.

Learning outcomes

LO1. The student will learn about the tools of operational marketing and its application in the international arena.

LO2. The student will be able to master the theoretical-practical aspects of the marketing mix.

LO3. The student will be able to apply with judgment the different resources of marketing tactics etc. to put them at the service of the international strategic objectives of a company, institution or NGO.

Competences	Learning outcomes
BS2, BS3, BS4 CS5, CS6, CS16 SS7, SS11, SS13, SS15, SS16	LO1
BS2, BS3, BS4 CS5, CS6, CS16 SS7, SS11, SS13, SS15, SS16	LO2
BS2, BS3, BS4 CS5, CS6, CS16 SS7, SS11, SS13, SS15, SS16	LO3

4. CONTENT OF THE SUBJECT

Unit 1. Introduction to Marketing

Unit 2. Marketing Planning

Unit 3. The Marketing environment

Unit 4. Consumer's buying behavior

Unit 5. The purchase behavior of the Organizations: the complex sale

Unit 6. Market Segmentation

Unit 7. Analysis of demand

5. TYPE OF EDUCATIONAL ACTIVITIES

- Master lessons
- Case studies
- Oral exhibitions
- Autonomous work
- Debates
- Formative evaluation
- Tutorship

6. EDUCATIONAL ACTIVITIES

The following table shows how the different types of activities are distributed and how many hours are assigned to each type:

Type of educational activity	Number of hours
Master lessons	30 hs
Case studies	30 hs
Oral exhibitions	15 hs
Autonomous work	50 hs
Debates	10 hs
Formative evaluation Trabajos/proyectos	5 15 hs
Tutorships	10 hs
TOTAL	150 h

Comentado [ERM1]: Esta actividad no la tienes en el listado. Te faltaría "Visitas/estancias externas", pero el número de horas es solo 5. Estaría bien, porque el número de horas que tienes ahora suma 160.

7. ASSESSMENTS

The evaluation system and their weights are shown in the following table:

Evaluation system	Weight
Test	30%
Individual or group activities	20%
Challenge based learning case	50%

In the Virtual Campus, when you access the subject, you will be able to consult in detail the assessment activities that you must perform, as well as the delivery dates and evaluation procedures of each of them

7.1. First exam period

To pass the course in the first exam period you the weighted average grade of all the activities listed in the table (or, where appropriate, those indicated by the teacher) must be equal to or greater than 5 out of 10; and you must obtain in the exams a grade equal to or greater than 4 out of 10.

In addition, to be able to be evaluated the class attendance must be higher than 75%. The regulations of the university regarding plagiarism will be followed, not admitting them in any case.

7.2. Second exam period

To pass the course in the first exam period you the weighted average grade of all the activities listed in the table (or, where appropriate, those indicated by the teacher) must be equal to or greater than 5 out of 10; and you must obtain in the exams a grade equal to or greater than 5 out of 10.

8. TIME SCHEDULE

In the following table you can see the time Schedule:

Learning activity	Week
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Activity 1. Identification of basics of introduction to marketing	1-2
Activity 2. develop a marketing plan/project for a company (team work)	2-6
Activity 3. Analyze the marketing environment	6-9
Activity 4. Analyze and interpret consumers buying behavior	9-11
Activity 5. The purchase behavior of the companies in the marketing mix	11-13
Activity 6. Interpretation of market segmentation	13-15
Activity 7. Exam	16

This schedule may be modified for logistical reasons of the activities. Any modification will be notified to the student in time and form.

9. BIBLIOGRAPHY

Here is the recommended bibliography:

- Louis, C. O., & Santesmases, M. M. (2011). *Fundamentals of marketing*. Madrid: Pirámide.
- Baena, G. V., & E-libro, Corp. (2011). *Fundamentos de marketing: Entorno, consumidor, estrategia e investigación comercial*. Barcelona: UOC.
- Kotler, P., Armstrong, G., Wong, V., & Saunders, J. (2008). *Principles of marketing*. Harlow, Essex: Prentice Hall.

10. UNIDAD DE ATENCIÓN A LA DIVERSIDAD

Estudiantes con necesidades específicas de apoyo educativo:

Las adaptaciones o ajustes curriculares para estudiantes con necesidades específicas de apoyo educativo, a fin de garantizar la equidad de oportunidades, serán pautadas por la Unidad de Atención a la Diversidad (UAD).

Será requisito imprescindible la emisión de un informe de adaptaciones/ajustes curriculares por parte de dicha Unidad, por lo que los estudiantes con necesidades específicas de apoyo educativo deberán contactar a través de: unidad.diversidad@universidadeuropea.es al comienzo de cada semestre.

