



## Information about the subject

**Degree:** Bachelor of Science Degree in Business Administration and Management

**Faculty:** Faculty of Legal, Economic and Social Sciences

**Code:** 300103 **Name:** Marketing I

**Credits:** 6,00 **ECTS Year:** 1 **Semester:** 2

**Module:** Marketing & Commercialization

**Subject Matter:** Marketing **Type:** Compulsory

**Field of knowledge:** Ciencias Sociales y Jurídicas

**Department:** -

**Type of learning:** Classroom-based learning / Online

**Languages in which it is taught:** English, Spanish

### Lecturer/-s:

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## Module organization

### Marketing & Commercialization

Subject Matter	ECTS	Subject	ECTS	Year/semester
Marketing	12,00	Marketing I	6,00	1/2
		Marketing II	6,00	2/1
Marketing Tools	24,00	Commercial Communication	6,00	3, 4/2
		Customer Relationship Management	6,00	3, 4/1
		Marketing Plan	6,00	3/1
		Product and Branding Management	6,00	This elective is not offered in the academic year 23/24
Logistics & Internalization	12,00	Internationalisation of the Business	6,00	3/2
		Logistics and Commercial Distribution	6,00	3/2

## Recommended knowledge

no required



## Learning outcomes

At the end of the course, the student must be able to prove that he/she has acquired the following learning outcomes:

- R1 Identify the focus of the company's orientation towards the market.
- R2 Know the value creation process.
- R3 Know how to make a perfect SWOT analysis.
- R4 Apply the criteria and market segmentation strategies.
- R5 Define the positioning strategy of a company.



## Competencies

Depending on the learning outcomes, the competencies to which the subject contributes are (please score from 1 to 4, being 4 the highest score):

BASIC		Weighting			
		1	2	3	4
CB1	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.			X	
CB2	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 elaboration and defense of arguments and the resolution of problems within their area of study.		X		
CB3	That 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.		X		
CB4	That students can convey information, ideas, problems and solutions to both specialized and non-specialized audiences.	X			
CB5	That students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.	X			
GENERAL		Weighting			
		1	2	3	4
CG0	Speaking well in public.			X	
CG1	Capacity of analysis and synthesis.			X	
CG3	Capacity to apply knowledge into practice.			X	
CG4	Capacity to handle information from different sources.		X		
CG5	Oral and written communication.			X	



CG7	Information management.		x		
CG8	Orientation to problem-solving.			x	
CG9	Decision-making orientation.		x		
CG13	Ability to learn and research skills.	x			
CG14	Leadership.		x		
CG16	Self-confidence and decision making.		x		
CG18	Ability to obtain, from the data, valuable information for decision making.			x	
CG19	Commitment, responsibility and ethical sense.			x	

SPECIFIC		Weighting			
		1	2	3	4
CE3	Identify the functional areas of a company and their relationships (e.g. purchasing, logistics, marketing, finance and human resources)		x		
CE5	Understanding of existing and new technologies and their impact on new or future markets.		x		
CE7	Ability to manage a company or organization, understanding its competitive and institutional positioning and identifying its strengths and weaknesses.		x		
CE8	Managing a company through its planning and control, using concepts, methods and tools (e.g. strategy design and implementation, benchmarking, total quality management, ABC cost system).	x			
CE15	Ability to obtain, from the data, valuable information for decision making.		x		
CE20	Capacity for negotiation and problem-solving.			x	



## Assessment system for the acquisition of competencies and grading system

### In-class teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5	15,00%	Objective Tests
R1, R2, R3, R4, R5	25,00%	Conduct of Theory-Practice
R1, R2, R3, R4, R5	10,00%	Class attendance and participation
R1, R2, R3, R4, R5	50,00%	Final Exam

### Observations

Todas las actividades se deben realizar en el tiempo establecido. Es importante matizar que es requisito imprescindible para hacer media entre el examen y la evaluación continua el obtener en el examen **un mínimo de 5 sobre 10 y viceversa**.

En la segunda convocatoria, el alumno que haya suspendido la evaluación continua tendrá que hacer un examen práctico adicional al teórico el día del examen final. Con el objetivo de demostrar que ha adquirido las competencias prácticas requeridas en la asignatura. En estos casos, la nota final de la segunda convocatoria será la media entre ambos exámenes (teórico y práctico). Con la condición de obtener un mínimo de 5 sobre 10 en cada examen para poder hacer media.

### Online teaching

Assessed learning outcomes	Granted percentage	Assessment method
R1, R2, R3, R4, R5	5,00%	Attendance and participation in the activities of synchronous communication
R1, R2, R3, R4, R5	25,00%	Conduct of deliverables
R1, R2, R3, R4, R5	15,00%	Regular evaluations through online questionnaires.
R1, R2, R3, R4, R5	5,00%	Participation in discussion forums
R1, R2, R3, R4, R5	50,00%	Final on-site assessment.



## Observations

### Criterios de evaluación de la metodología a distancia:

Los criterios de evaluación a distancia serán los siguientes:

- Participación en foros, debates, etc.: 5% de la nota.
- Realización de las 4 pruebas prácticas de evaluación continua: 45% de la nota.
- Prueba final (examen presencial): 50% de la nota.

Las actividades entregables del curso se agruparán en 4 Actividades de Evaluación Continua (AE), que habrán de entregarse y obtener una calificación superior a 5. De este modo, el examen final presencial de la asignatura cumplirá, además, el objetivo de instrumento de validación de las notas obtenidas en las actividades a distancia. En cualquier caso, se deberá aprobar el examen final de la asignatura.

### ?Criterio de concesión de las Matrículas de Honor:

El profesor tiene libertad para conceder o no Matrícula de Honor a alguno de los alumnos que han obtenido un sobresaliente.

Este criterio de concesión de Matrículas de Honor se atenderá, en todo caso, al criterio general de la UCV, según el cual sólo podrá concederse una matrícula de honor por cada 20 alumnos (o fracción para grupos de menos de 20 alumnos).

### MENTION OF DISTINCTION:

According to Article 22 of the Regulations governing the Evaluation and Qualification of UCV Courses, the mention of "Distinction of Honor" may be awarded by the professor responsible for the course to students who have obtained, at least, the qualification of 9 over 10 ("Sobresaliente"). The number of "Distinction of Honor" mentions that may be awarded may not exceed five percent of the number of students included in the same official record, unless this number is lower than 20, in which case only one "Distinction of Honor" may be awarded.

## Learning activities

The following methodologies will be used so that the students can achieve the learning outcomes of the subject:

- |    |  |
|----|--|
| M1 | Problem solving, commentaries, summaries to hand in periodically.  |
| M3 | Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.  |
| M5 | Group work sessions supervised by the professor. Case studies, diagnostic tests, problems, field work, computer room, visits, data search, libraries, on-line, Internet, etc. Meaningful construction of knowledge through interaction and student activity. |



- M7 Supervised monographic sessions with shared participation.
- M9 Application of multidisciplinary knowledge.
- M11 Personalized and small group attention. Period of instruction and / or orientation conducted by a tutor with the objective of reviewing and discussing the materials and topics presented in classes, seminars, readings, conducting work, etc.
- M13 Set of oral and/or written tests used in initial, formative or additive assessment of the student.
- M14 Student study: Group Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M16 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc. to be presented or submitted in theoretical lectures, practical and/or small-group tutoring sessions.
- M17 Teacher presentation of contents, analysis of competences, explanation and in-class display of skills, abilities and knowledge.
- M19 Groupwork sessions in the chat under supervision of the lecturer. Analysis of economic and business case studies, both real and fictitious, in order to build knowledge through the student's interaction and activity. Critical analysis of values and social commitment.
- M21 Monographic sessions though the semester, which will be aimed at current aspects and applications of the subject.
- M23 Set of written or oral tests used for the initial, formative or cumulative assessment of the student.
- M25 Student study: Individual preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission in electronic format.
- M27 Individual support for the monitoring and orientation of the learning process. It will be carried out by a lecturer and will pursue the revision and discussion of the materials, topics, readings, tasks, etc.
- M29 Group preparation of readings, essays, problem solving, seminars, papers, reports, etc., for their discussion or submission.





M31 Participation in discussion forums related to the subject under the supervision of the lecturer.



## IN-CLASS LEARNING

### IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M3	R1, R2, R4, R5	30,00	1,20
Practical Class M5	R3, R4, R5	15,00	0,60
Group Presentation of Papers M9	R2, R3, R4, R5	5,00	0,20
Office Assistance M11	R1, R2, R3, R4, R5	6,25	0,25
Assessment M13	R1, R2, R3, R4, R5	3,75	0,15
<b>TOTAL</b>		<b>60,00</b>	<b>2,40</b>

### LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M16	R1, R2, R3, R4, R5	32,50	1,30
Independent Work M14	R1, R2, R3, R4, R5	57,50	2,30
<b>TOTAL</b>		<b>90,00</b>	<b>3,60</b>



## ON-LINE LEARNING

### SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M17	R4, R5	3,75	0,15
Synchronous Virtual Practical Session M19	R3, R4, R5	3,75	0,15
Seminar and Synchronous Virtual Videoconference M21	R1	3,75	0,15
On-site or Synchronous Virtual Assessment M23	R1, R2, R3, R4, R5	3,75	0,15
<b>TOTAL</b>		<b>15,00</b>	<b>0,60</b>

### ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Work M25	R1, R2, R3, R4, R5	58,00	2,32
Tutorial Support Sessions M27	R1, R2, R3, R4, R5	7,00	0,28
Group Work M29	R4, R5	10,00	0,40
Discussion Forum M31	R3, R4, R5	10,00	0,40
Continuous Assessment Tasks M1	R1, R2, R3, R4, R5	50,00	2,00
<b>TOTAL</b>		<b>135,00</b>	<b>5,40</b>



## Description of the contents

Description of the necessary contents to acquire the learning outcomes.

### Theoretical contents:

Content block	Contents
Marketing in organizations and in society	Introduction to marketing in the company and the types of marketing included in social marketing and the relationship with society
Strategic planning: the marketing plan	What is strategic planning and its relationship in the marketing plan
Consumer buying behavior	How the consumer behaves and know the purchase process according to the different types of purchase
Strategies to differentiate and position the marketing offer	How to differentiate a product or service from your competition, possible strategies and communication of positioning
Customer satisfaction and value generation	Understand how the consumer evaluates satisfaction and how to judge the value of a product



## Temporary organization of learning:

Block of content	Number of sessions	Hours
Marketing in organizations and in society	4,00	8,00
Strategic planning: the marketing plan	5,00	10,00
Consumer buying behavior	8,00	16,00
Strategies to differentiate and position the marketing offer	8,00	16,00
Customer satisfaction and value generation	5,00	10,00



## References

### Básic

Teacher's transparency script.

KOTLER, P y KELLER, K. (2012) Dirección de Marketing. Pearson Educación. Madrid.

SANTESMASES MESTRE, M (2012) Marketing: conceptos y estrategias, Pirámide Ediciones. Complementary

CHÍAS, J. (1991) El Mercado son personas McGraw Hill, Madrid de Marketing, Salamanca 26 y 27 de Septiembre, pp. 369-400.

COHEN, W.A. (1993) El Plan de Marketing. Ediciones Deusto. Bilbao.

DÍEZ DE CASTRO, E. Y LANDA BERCEBAL, J. (1994) Investigación en Marketing. Editorial Civitas. Madrid.

DOUGLAS. T. (1986) Guía completa de la Publicidad. Hermann Blume Ediciones. Madrid.

ESTEBAN TALAYA, A. (2006) Principios de Marketing. Editorial ESIC. Madrid

KOTLER, P., y ARMSTRONG, G. (2008). Fundamentos de Marketing, Prentice Hall. Méjico

KOTLER, PH; ARMSTRONG, G; SAUNDERS, J; Y WONG, V ; (1999) Introducción al Marketing . Segunda edición europea. Ed Prentice Hall Europe

LAMBIN, J.J. (1995) Márketing Estratégico 3ª Edición, McGraw Hill, Madrid.

LEVITT, T. (1977) "La miopía del Marketing" Harvard Deusto Business Review, 4º Trimestre, pp. 25-38

Madrid.

MARTÍN ARMARIO, E. (1998) Márketing Editorial Ariel Economía. Barcelona.

MOLLÁ, A. (coordinador) (2000). Coneixements bàsics de màrqueting. Universitat de València. Valencia.

SIMON, H. (1995) "La ciencia del Marketing y la torre de marfil" Harvard Deusto Business Review, nº 67, Julio/Agosto, pp. 80-88

STANTON, W.J., ETZEL, M.J., Y WALKER, B.J. (2007) Fundamentos de Marketing, McGraw-Hill.

TROUT J. Y RIES, A (1989) Posicionamiento Edición especial 5 Días Editorial McGraw-Hill, Madrid.

TROUT, J. Y RIVKIN, S. (1996) El nuevo posicionamiento McGraw Hill. Madrid

### Journals:

- Investigación y Marketing• Marketing y Ventas ([www.marketingmk.com](http://www.marketingmk.com))
- Distribución y Consumo ([www.mercasa.es](http://www.mercasa.es))
- Código 84
- Harvard-Deusto Marketing & Ventas

### Internet (webs):

- [www.marketingnews.es](http://www.marketingnews.es)
- [www.mercasa.es](http://www.mercasa.es)• Webs de instituciones (búsquedas de información institucional: ej. [www.icex.es](http://www.icex.es); [www.circe.es/portal](http://www.circe.es/portal); [www.mityc.es](http://www.mityc.es))• Webs de empresas (búsqueda de información sobre empresas)



## Addendum to the Course Guide of the Subject

Due to the exceptional situation caused by the health crisis of the COVID-19 and taking into account the security measures related to the development of the educational activity in the Higher Education Institution teaching area, the following changes have been made in the guide of the subject to ensure that Students achieve their learning outcomes of the Subject.

**Situation 1: Teaching without limited capacity** (when the number of enrolled students is lower than the allowed capacity in classroom, according to the security measures taken).

In this case, no changes are made in the guide of the subject.

**Situation 2: Teaching with limited capacity** (when the number of enrolled students is higher than the allowed capacity in classroom, according to the security measures taken).

In this case, the following changes are made:

### 1. Educational Activities of Onsite Work:

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject will be made through a simultaneous teaching method combining onsite teaching in the classroom and synchronous online teaching. Students will be able to attend classes onsite or to attend them online through the telematic tools provided by the university (videoconferences). In any case, students who attend classes onsite and who attend them by videoconference will rotate periodically.

In the particular case of this subject, these videoconferences will be made through:

☐

Microsoft Teams

☐

Kaltura



## **Situation 3: Confinement due to a new State of Alarm.**

In this case, the following changes are made:

### **1. Educational Activities of Onsite Work:**

All the foreseen activities to be developed in the classroom as indicated in this field of the guide of the subject, as well as the group and personalized tutoring, will be done with the telematic tools provided by the University, through:

☐

Microsoft Teams

☐

Kaltura

Explanation about the practical sessions:





## 2. System for Assessing the Acquisition of the competences and Assessment System

### ONSITE WORK

#### Regarding the Assessment Tools:

☒

The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☐

The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

#### Comments to the Assessment System:



## ONLINE WORK

### Regarding the Assessment Tools:

☐

The Assessment Tools will not be modified. If onsite assessment is not possible, it will be done online through the UCVnet Campus.

☒

The following changes will be made to adapt the subject's assessment to the online teaching.

Course guide		Adaptation	
Assessment tool	Allocated percentage	Description of the suggested changes	Platform to be used
examen final test	50%	examen final test	40%

The other Assessment Tools will not be modified with regards to what is indicated in the Course Guide.

### Comments to the Assessment System: