



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

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

Department: Economics, Business Management, and Marketing

Type of learning: Classroom-based learning / Online

Languages in which it is taught: English, Spanish

Lecturer/-s:

301A	<u>Maria Del Mar Vila Vaello</u> (Responsible Lecturer)	mdelmar.vila@ucv.es
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Module organization

Marketing

Subject Matter	ECTS	Subject	ECTS	Year/semester
Marketing Principles	12,00	Marketing I	6,00	1/2
		Marketing II	6,00	2/1
Marketing Tools	18,00	Communication Strategy	6,00	3/2
		Customer Relationship Management	6,00	4/1
		Marketing Plan	6,00	3/1
Logistics and International Business	12,00	Logistics and Distribution Management	6,00	3/2
		Managing International Business	6,00	3/2

Recommended knowledge

There is no previous knowledge 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 Demonstrate possession and understanding of knowledge in a field of study that builds upon general secondary education, typically reaching a level supported by advanced textbooks and including aspects that involve knowledge from the forefront of the field. [RAB1]
- R2 Apply their knowledge correctly to their work or vocation in a professional manner and be able to develop and defend arguments and solve problems within their field of study. [RAB2]
- R3 Be able to gather and interpret relevant data (usually within their field of study) to make judgments that include reflections on relevant social, scientific, or ethical issues. [RAB3]
- R4 Be able to convey information, ideas, problems, and solutions to both specialized and non-specialized audiences in both Spanish and English. [RAB4]
- R5 Demonstrate a high degree of autonomy in learning. [RAB5]
- R6 Develop theoretical-practical responses based on the sincere pursuit of complete truth and the integration of all dimensions of the human being in the face of life's big questions. [RAT1]
- R7 Apply the principles derived from the concept of integral ecology in their proposals or actions, regardless of the scope, area of knowledge, or contexts in which they are proposed. [RAT2]



Assessment system for the acquisition of competencies and grading system

Assessed learning outcomes	Granted percentage	Assessment method
	20,00%	Objective Tests
	20,00%	Completion of Theoretical-Practical Activities
	10,00%	Class Attendance and Participation
	50,00%	Final Exam
	20,00%	Participation in Synchronous Communication Activities
	25,00%	Deliverable Activities
	5,00%	Periodic Evaluations Through Online Questionnaires
	50,00%	Final evaluation with essay questions and practical scenarios (In-person activity)

Observations

Unique Evaluation: According to Article 9 of the General Regulations for the Evaluation and Qualification of Official Teachings and Own Degrees of the UCV, the continuous evaluation system is the preferred evaluation system at UCV. However, Article 10 allows for those students who, in a justified and accredited manner, demonstrate their inability to attend in person (or to synchronous communication activities for virtual and/or hybrid teaching modalities) to be extraordinarily evaluated through the so-called unique evaluation. This unique evaluation must be requested within the first month of each semester to the Faculty Dean's Office through the Vice-Dean's Offices or Master's Directors, who are responsible for the express decision on the admission of said student's request.

The evidence to be presented and the test to be carried out in the unique evaluation by the student will be conducted through the same theoretical test as for the rest of the students and a practical test consisting of a case study, although the percentages awarded to the different evaluation instruments will be as follows: 50% practical tests and 50% theoretical tests. Passing the course depends on passing both parts with a minimum 5 out of 10.

Regarding AI Use:



In the course *Marketing I*, moderate use of artificial intelligence as a support tool is allowed. It must not replace the student's own work. Improper or excessive use may result in the cancellation of the evaluated activity and a penalty in the final grade.

MENTION OF DISTINCTION:

The mention of "Honors" may be awarded to students who have obtained a grade equal to or greater than 9.0. Their number may not exceed five percent of the students enrolled in a group in the corresponding academic year, unless the number of students enrolled is lower.

Learning activities

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

- M1 Lecture of contents by the teacher, analysis of competencies, explanation, and demonstration of abilities, skills, and knowledge in the classroom.
- M3 Supervised group work sessions led by the teacher. Study of economic-business cases, both real and fictitious. Meaningful construction of knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M4 Supervised monographic sessions with shared participation.
- M5 Application of interdisciplinary knowledge.
- M6 Personalized and small-group attention. Instruction and/or guidance period conducted by a tutor with the aim of reviewing and discussing materials and topics presented in classes, seminars, readings, completion of assignments, etc.
- M7 Set of oral and/or written tests used in the initial, formative, or summative assessment of the student.
- M9 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M10 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., to present or submit in theoretical classes, practical classes, and/or small-group tutorials.
- M11 Presentation of content by the teacher, analysis of competencies, explanation, and demonstration of skills, abilities, and knowledge in the virtual classroom.



- M12 Group work sessions via moderated chat led by the teacher. Study of economic-business cases, both real and fictitious, to construct knowledge through student interaction and activity. Critical analysis of values and social commitment.
- M13 Monographic sessions throughout the course, focused on current aspects and applications of the subject.
- M14 Problem-solving, comments, reports, to be submitted at deadlines throughout the course.
- M15 Individual attention for monitoring and guidance of the learning process, conducted by a tutor with the objective of reviewing and discussing materials, topics, seminars, readings, completion of assignments, etc.
- M16 Participation and contributions to discussion forums related to the subject, moderated by the course instructor.
- M17 Set of tests, written or oral, used in the initial, formative, or summative assessment of the student.
- M19 Group preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for dissemination or submission.
- M20 Student study: individual preparation of readings, essays, problem-solving, seminars, assignments, reports, etc., for discussion or submission in electronic format.



IN-CLASS LEARNING

IN-CLASS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
On-campus Class M1, M3, M4, M6	R1, R2, R3, R4, R5	22,50	0,90
Practical Class M9	R3, R4	15,00	0,60
Seminar M7, M9	R3, R4	4,50	0,18
Group Project Presentation M9	R1, R5	6,00	0,24
Tutoring M5, M6	R1, R2, R3, R4, R5	6,00	0,24
Evaluation M3	R1, R2, R3, R4, R5	6,00	0,24
TOTAL		60,00	2,40

LEARNING ACTIVITIES OF AUTONOMOUS WORK

	LEARNING OUTCOMES	HOURS	ECTS
Group Work M5, M6	R1, R2, R3, R4, R5	35,00	1,40
Individual Work M10, M20	R1, R2, R3, R4, R5	55,00	2,20
TOTAL		90,00	3,60



ON-LINE LEARNING

SYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Synchronous Virtual Session M11	R1, R2, R3, R4, R5	8,00	0,32
Synchronous Virtual Practical Session M12, M16	R1, R2, R3, R4, R5	8,00	0,32
Synchronous Virtual Seminar and Videoconference M11, M14, M15	R1, R2, R3, R4, R5	8,00	0,32
TOTAL		24,00	0,96

ASYNCHRONOUS LEARNING ACTIVITIES

	LEARNING OUTCOMES	HOURS	ECTS
Individual Tutoring M14	R1, R2, R3, R4, R5	10,00	0,40
Discussion Forums M15	R1, R2, R3, R4, R5	16,00	0,64
Continuous Assessment Activities M12	R1, R2, R3, R4, R5	100,00	4,00
TOTAL		126,00	5,04



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 basic concepts of Marketing. The 5 marketing management orientations
Strategic planning: the marketing plan	Strategic planning including aspects such as: the mission and vision of the company, the SWOT analysis, PESTEL analysis
Consumer buying behavior	What influences the consumer behavior and know the purchasing process according to the different types of purchase
Strategies to differentiate and position the marketing offer	Segmentation variables, targeting and differentng 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

Basic:

Professor's Material

Kotler, P, Keller, K. (2012) Marketing Management, Pearson Education. Madrid.

Kotler, P., Armstrong, G. M., Parment, A. (2016). Principles of Marketing. United Kingdom: Pearson.

Complementary

Sharp, B. (2010). How Brands Grow: What Marketers Don't Know. Austria: OUP Australia & New Zealand.

Ries, A., Trout, J. (2001). Positioning: The Battle for Your Mind. United Kingdom: McGraw Hill LLC.

Lancaster, G., Massingham, L. (2010). Essentials of Marketing Management. United Kingdom: Taylor & Francis.