

## 27409 - Principles of Marketing

### Syllabus Information

**Academic Year:** 2019/20

**Subject:** 27409 - Principles of Marketing

**Faculty / School:** 109 - Facultad de Economía y Empresa

**Degree:** 417 - Degree in Economics

**ECTS:** 6.0

**Year:** 1

**Semester:** Second semester

**Subject Type:** Basic Education

**Module:** ---

### 1.General information

#### 1.1.Aims of the course

#### 1.2.Context and importance of this course in the degree

#### 1.3.Recommendations to take this course

### 2.Learning goals

#### 2.1.Competences

#### 2.2.Learning goals

#### 2.3.Importance of learning goals

### 3.Assessment (1st and 2nd call)

#### 3.1.Assessment tasks (description of tasks, marking system and assessment criteria)

### 4.Methodology, learning tasks, syllabus and resources

#### 4.1.Methodological overview

The learning process that has been designed for this course is based on the following activities:

The learning process designed for this course is based on a combination of theoretical lectures, teamwork, problem-solving activities and case studies, as well as the discussion of texts and papers.

#### 4.2.Learning tasks

**The programme offered to the students to help them achieve the learning results includes the following activities...**

- Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.
- Troubleshooting and presentation of real problems and cases, elaboration and presentation of projects, discussion of current and emerging topics, essays and interactive activities. All these activities will be carried out both inside and outside the classroom, individually or in groups.
- Tutorials and/or seminars: the professors will supervise the projects carried out by the students, clarify their doubts about the theoretical and/or practical contents of the subject, and propose specific tasks in which the theoretical concepts will be put into practice.
- Independent work: this includes the study of the theoretical and practical contents, the resolution of practical exercises, the development of individual and/or in-group activities, the search for and analysis of information, among others.
- Evaluation activities.

## 4.3.Syllabus

### Lesson 1. Marketing Basics

- Introduction. What is Marketing?
- Marketing responsibilities and basic marketing concepts.
- Strategic marketing orientations
- New marketing trends
  - Social marketing*
  - Relationship marketing*
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### Lesson 2. Marketing environment

- *Introduction*
- *Macroenvironment*
- *Microenvironment*
- *Environmental monitoring*

### Lesson 3. Market and Demand

- *Introduction*
- *Market concept*
- *Classification of markets. Characteristics*
  - *Consumer markets*
  - *Organizational markets*
  - *Demand: Concepts*
    - *Dimensions*
    - *Determinants*

### *Demand Forecasting*

### Lesson 4. Market Segmentation

- *Introduction*
- *Market segmentation: definition, utility, requirements)*
- *Definition of target audience*
  - Design business strategy*
  - Types of strategies (undifferentiated, differentiated, concentrated*
  - Use of commercial instruments*
- *Segmentation methods*

### TEMA 5. Consumer behaviour

- *Introduction. The concept and relevance of consumer behaviour*
- *External drivers of consumer buying behaviour*
- *Internal drivers of consumer buying behaviour*
- *The consumer decision-making process*
- *Types of purchasing behavior*

## 4.4.Course planning and calendar

It is reported through the ADD.

	<b>Tipo Actividad</b>
<b>1 Week</b>	Presentation
<b>2 Week</b>	Lesson 1 y introductory practices
<b>3 Week</b>	Teaching L.1 y Practices L.1
<b>4 Week</b>	Teaching L.1 y Practices L.1
<b>5 Week</b>	Teaching L.2 y Practices L.2

<b>6 Week</b>	Teaching L.2 y Practices L.2
<b>7 Week</b>	Teaching L.2 y Practices L.2
<b>8 Week</b>	Teaching L.3 y Practices L.3
<b>9 Week</b>	Teaching L.3 y Practices L.3
<b>10 Week</b>	Teaching L.3 y Practices L.3
<b>11 Week</b>	Teaching L.4 y Practices L.4
<b>12 Week</b>	Teaching L.4 y Practices L.4
<b>13 Week</b>	Teaching L.4 y Practices L.4
<b>14 Week</b>	Teaching L.5 y Practices L.5
<b>15 Week</b>	Teaching L.5 y Practices L.5
<b>Exam</b>	Exam

#### **4.5. Bibliography and recommended resources**