

Grado en Administración y Dirección de Empresas

27303 - Principles of Marketing

Course 2014 - 2015

Curso: 1, Semestre: 1, Créditos: 6.0

Basic information

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Recommendations to attend this course

The subject is of an introductory nature directed at establishing the fundamentals of marketing; therefore, there are no prerequisites for taking this course.

Students are strongly recommended to attend the lectures, to carry out the continuous work and to study on a regular basis.

Course Schedule and Deadlines

The starting day is established by the Universidad de Zaragoza in its official calendar. The specific dates regarding the key activities of the subject will also be arranged according to the official calendar.

The students will be informed about the key activities through the subject's program. The activities and key dates will be communicated via the e-learning platform (ADD) of the Universidad de Zaragoza: bb.unizar.es. The subject will consist of one theoretical and one practical session per week.

The practical sessions will consist of teamwork, troubleshooting, practice with real cases, and commenting on and discussing readings and/or news. These activities will be announced beforehand, giving the students enough time to work on them.

The seminars and tutorials will be scheduled according to the official calendar of the faculty.

Home

Learning outcomes that define this course

The student, in order to pass the course, will have to show her/his competence in the following skills:

1:

Understand and explain the concept of marketing, its scope, functions and importance within organisations.

2:

Identify, differentiate and assess strategic marketing orientations, as well as new trends in marketing.

3:

Describe the buyer's decision-making process and analyse the influence of various factors that affect the consumer's buying behaviour.

4:

Identify, analyse and assess the main decisions of the company regarding the marketing-mix instruments: product, price, place and promotion.

5:

Carry out, individually or in groups, activities and projects related to the contents of the subject. The students are required to implement a correct planning of these activities and projects in order to attain their goals and to optimise time resources.

6:

Communicate, both oral and written, knowledge, ideas and outcomes of the activities and projects carried out.

Introduction

Brief presentation of the course

The subject "Principles of Marketing" belongs to the module "Marketing and Market Research". The subject is of an introductory nature directed at establishing the fundamentals of marketing. Specifically, it deals with basic concepts, instruments and decisions related to the marketing field. In addition, the goal is to prepare the students for acquiring a deeper knowledge of the discipline in the subsequent marketing subjects of the degree. The subject is divided into two main parts: the first part deals with the basic concepts of Marketing and the consumer's buying behaviour; the second part is focused on the key variables and marketing actions.

Competences

General aims of the course

The expected results of the course respond to the following general aims

The aim of this subject is to introduce and habituate the students to the basic concepts, instruments and decisions related to marketing. To do this, the commercial activities of the company will be analysed, stressing the marketing tools that favour the efficacy and efficiency of these commercial activities.

Context/Importance of the course for the master degree

“Principles of Marketing” aims at providing the students with the fundamental knowledge and concepts of the marketing discipline, which subsequently will be developed in depth in the specific subjects within this area.

After completing the course, the student will be competent in the following skills:

1:

Specific competences:

- Knowing the operations of all the functional areas of any company or organisation and having the skills to perform any task within these areas.
- Issuing reports about specific market situations, industries, organisations, companies and their functional areas.

2:

Transversal competences:

- Problem-solving capability.
- Ability to analyse and synthesise.
- Decision-making capability.
- Communication skills, both oral and written, stressing their ability to reason.
- Ability to work in groups.
- Ability to put theoretical concepts into practice.

Relevance of the skills acquired in the course

These days, both profit and non-profit organisations need to be oriented towards their customers, to be aware of their needs and desires, in order to succeed in the market. In addition, following a marketing perspective, companies must design a marketing-mix plan taking into account all the factors that are under their control: product, price, place and promotion.

Evaluation

Assessment tasks

The student will prove that he/she has achieved the expected learning results by means of the following assessment tasks:

1:

In the first sitting, there are two main evaluation systems:

Continuous assessment: one written exam will be given to assess the student's knowledge, together with two compulsory activities, namely, projects (P1 and P2):

- **Written Exam:** there will be a final written exam concerning the whole content of the subject. The exam will consist of theoretical, practical and a mix of theory and practice questions. The questions will deal with real cases. The exam will make up 50% of the global mark (5 points. A minimum of 2 points will be required so that the marks of the rest of the assessment activities can be considered). This exam will be scheduled during the two last weeks of the semester.

- **Project 1 (P1):** may include any of the following activities: comments concerning marketing news or

texts, practical exercises, cases or readings. These activities will be presented and discussed in the practical sessions. The professors will assess the student's ability to put into practice the theoretical contents of the subject. In addition, in collaboration with the Library service of the faculty, the students will carry out one activity related to the use of information sources. This project will make up 20% of the global mark.

- **Project 2 (P2):** the students will choose an interesting topic and put into practice the theoretical concepts of the subject. The project will include a written report addressing one or several units of the subject and a public presentation with a subsequent discussion. The professors will assess the difficulty of the topic addressed, the information sources used, the depth of the research on the topic, the structure and coherence, and the written and public presentation. This project will make up 30% of the global mark.
- Projects P1 and P2 will be carried out in groups of up to 5 students.

All these activities will take place during the regular timetable and session for the subject. The specific dates for each activity will be announced at the Anillo Digital Docente of the Universidad de Zaragoza, ADD, <https://moodle2.unizar.es/add/>.

Global assessment test: those students who do not choose the continuous assessment system, do not pass the subject through this system or would like to improve their mark, will be able to participate in the global assessment. 55% of the test will cover all the theoretical and practical contents of the subject addressed in the theoretical sessions. The remaining 45% will consist of questions regarding the readings, exercises and cases. These questions will connect the theory of the subject to real situations.

The students who pass the subject through the continuous assessment are not required to participate in the Global assessment test. However, if the students want to improve their mark they can take it. The final mark will be the highest of the two qualifications.

In the second sitting, the assessment will consist of a global written exam of 10 points including all the theoretical and practical questions addressed in the subject.

Activities and resources

Course methodology

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

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

Outline of the Programme

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

1:

Theoretical lectures: introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts. These lectures will deal with the following topics:

- Introduction to marketing
- Introduction to the consumer's buying behaviour
- Product-related decisions
- Price-related decisions
- Place-related decisions
- Promotion-related decisions

2:

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.

3:

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.

4:

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.

5:

Evaluation activities.

6:

UNIT 1 - ESSENTIALS OF MARKETING

1.1.- Introduction. What is marketing and what is not?

1.2.- Marketing responsibilities and basic marketing concepts

1.3.- Strategic marketing orientations

1.4.- Market orientation and new marketing trends

UNIT 2 - ESSENTIALS OF BUYER BEHAVIOUR

2.1.- The concept and relevance of the consumer's behaviour

2.2.- Drivers of the consumer's buying behaviour

2.3.- The consumer's buying decision process

2.4.- The rights and social movements of consumers

UNIT 3 - PRODUCT

3.1.- What is a product from the marketing perspective? Concept and classifications

3.2.- Product portfolio management

3.3.- Product development

3.4.- Product life cycle

UNIT 4 - PRICE

4.1.- The concept and relevance of price

4.2.- Price as a marketing tool

4.3.- Pricing techniques

4.4.- Pricing strategies

UNIT 5 - PLACE

5.1.- Retailing: concept and functions

5.2.- Types and functions of channel members

5.3.- Retailing strategies

5.4.- Franchising

5.5.- In-store marketing

UNIT 6 - PROMOTION AND MARKETING COMMUNICATIONS

6.1.- The concept of promotion and marketing communications

6.2.- Marketing communications' tools

6.3.- The marketing communications' process

6.4.- The effective communication process

Course planning

Calendar of actual sessions and presentation of works

The planning and timetable of the lectures and practical classes will be announced at the beginning of the academic year. The timetable of the assessment activities and the delivery of the projects will be communicated via the e-learning platform (ADD) of the Universidad de Zaragoza.

Bibliographic references of the recommended readings

Facultad de Economía y Empresa

- Fundamentos de marketing / Miguel Santesmases Mestre...[et al.] Madrid : Pirámide, [2011]
- Kotler, Philip : Dirección de marketing / Philip Kotler, Kevin Lane Keller ; traducción, María Astrid Mues Zepeda, Mónica Martínez Gay ; adaptación y revisión técnica, María de la Luz Eloísa Ascanio Rivera ; revisión técnica, Miguel Hernández Espallardo, Enrique Carlos Bianchi . - 14^a ed. Naucalpan de Juárez (México): Pearson Educación de México , 2012
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- Masterson, Rosalind. Marketing : an introduction / Rosalind Masterson & David Pickton . 2nd. ed. London : SAGE, 2011 [Manual para el grado en inglés. Recomendado tambien en ADE]
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