

27409 - Principles of Marketing

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	417 - Degree in Economics
ECTS	6.0
Course	1
Period	Second semester
Subject Type	Basic Education
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

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.

5.2.Learning activities

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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.

5.3.Program

Lesson 1. Marketing Basics

- Introduction. What is Marketing?
- Marketing responsibilities and basic marketing concepts .
- Strategic marketing orientations
- New marketing trends
- o *Social marketing*
- o *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*
 - o *Consumer markets*
 - o *Organizational markets*
 - o *Demand: Concepts*
 - *Dimensions*
 - *Determinants*

Demand Forecasting

Lesson 4. Market Segmentation

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- *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*

5.4.Planning and scheduling

It is reported through the ADD.

	Tipo Actividad
1 Week	Presentation
2 Week	Lesson 1 y introductory practices
3 Week	Teaching L.1 y Practices L.1
4 Week	Teaching L.1 y Practices L.1
5 Week	Teaching L.2 y Practices L.2
6 Week	Teaching L.2 y Practices L.2
7 Week	Teaching L.2 y Practices L.2
8 Week	Teaching L.3 y Practices L.3
9 Week	Teaching L.3 y Practices L.3
10 Week	Teaching L.3 y Practices L.3

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11 Week	Teaching L.4 y Practices L.4
12 Week	Teaching L.4 y Practices L.4
13 Week	Teaching L.4 y Practices L.4
14 Week	Teaching L.5 y Practices L.5
15 Week	Teaching L.5 y Practices L.5
Exam	Exam

5.5. Bibliography and recommended resources