

## 27303 - Principles of Marketing

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
<b>Degree</b>	454 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management
<b>ECTS</b>	6.0
<b>Course</b>	1
<b>Period</b>	Half-yearly
<b>Subject Type</b>	Basic Education
<b>Module</b>	---

### 1. Basic info

#### 1.1. Recommendations to take this course

The subject Principles of Marketing is available on the Anillo Digital Docente (ADD) of the Universidad de Zaragoza <https://moodle2.unizar.es/add/> . This platform contains the materials and information about the contents of the course. The students can get the access keys and passwords for the ADD from the Secretary of the Faculty.

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.

#### 1.2. Activities and key dates for the course

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.

## 27303 - Principles of Marketing

### 2. Initiation

#### 2.1. Learning outcomes that define the subject

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

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

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

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

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

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.

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

All the aforementioned will be carried out according to the proper ethics and professionalism standards, as well as on the base on respect and democratic values.

### 2.2. Introduction

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.

### 3. Context and competences

#### 3.1. Goals

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.

#### 3.2. Context and meaning of the subject in the 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.

#### 3.3. Competences

## 27303 - Principles of Marketing

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.

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.

### 3.4.Importance of learning outcomes

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.

## 4.Evaluation

The assessment of the subject for the **two official sittings** will be based on a **GLOBAL evaluation** system. This system consists of two parts through which the student must prove that he or she has achieved the expected learning results:

PART 1) Final written test (A) which will be scheduled according to the official calendar. The test will consist of theoretical, practical and a mix of theory and practice questions about the contents addressed in the syllabus of the subject. The test will make up 50% of the global mark (5 points). To pass the subject, the student is required to obtain a minimum of 1.5 points out of 5 in this part.

PART 2) will make up 50% of the global mark (5 points). The student can choose one of the following systems:

1. Final written test (B) which will be scheduled according to the official calendar. The test will consist of theoretical, practical and a mix of theory and practice questions about the contents addressed in the syllabus of the subject. The test will make up 50% of the global mark (5 points). In this case, the final mark of the student will be the sum of the marks obtained in the two final written tests, (A) and (B).
2. Practical activities throughout the semester. These activities are grouped into two blocks:
  - Practical activity 1 (P1): in this block, the student will carry out the following activities: i) handing in of essays, summaries or comments about marketing news or texts, practical exercises, cases or readings. These activities will make up 10% (1 point) of the global mark and they will be carried out in groups, preferably; ii) the creation of a video about one of the main concepts taught in the subject. This activity aims to improve the students' creativity and learning by fostering their active participation in the classroom. This activity will be carried out in groups of students. The activity will make up 10% (1 point) of the global mark.
  - Practical activity 2 (P2): in this block, the students will work in teams of a maximum of 5 people. The students will choose an interesting topic and put the theoretical concepts of the subject into practice. 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% (3 points) of the global mark.

In order for the mark of T2 to be considered in the assessment, the student has to pass an individual activity related to the use of information sources. This activity will allow the students to know the main secondary information

## 27303 - Principles of Marketing

sources which can help them in their academic activities.

These practical activities (P1 and P2) allow the student to be excused from the final written test (B). In this case, the global mark will be the sum of the mark obtained in the final written test (A) and the marks obtained in the practical activities P1 and P2.

If the student decides to do the final written test (B), it will be considered that s/he is renouncing the marks obtained in P1 and P2.

### Assessment Criteria

The written tests will include: theoretical questions in which knowledge of the basic concepts will be evaluated; a mix of theory and practice questions in which the student's ability to put the theoretical knowledge into practice will be evaluated. The tests may consist of both open-ended and close-ended questions and will require the student's knowledge of the contents and a mastery of the competences of the subject.

Furthermore, the degree of accuracy in the answers will be taken into consideration in both the written tests and the practical activities. The absence of formal errors and the clarity and the structure of the presentation of the results will also be taken into account.

## 5. Activities and resources

### 5.1. General methodological presentation

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.

### 5.2. Learning activities

• 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

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.

&shy;Evaluation activities.

### **5.3.Program**

#### **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

## 27303 - Principles of Marketing

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

### **5.4.Planning and scheduling**

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 <http://bb.unizar.es> .

### **5.5.Bibliography and recommended resources**

UPDATED BIBLIOGRAPHY IS AVAILABLE THROUGH THE WEBSITE OF THE LIBRARY:  
<http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>