

## 27603 - Principles of Marketing

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	450 - Degree in Marketing and Market Research
<b>ECTS</b>	6.0
<b>Course</b>	1
<b>Period</b>	First semester
<b>Subject Type</b>	Basic Education
<b>Module</b>	---

### **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 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**

Theoretical lectures : introduce the theoretical concepts together with real examples which facilitate the comprehension and application of these concepts.

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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

#### UNIT 1. - ESSENTIALS OF MARKETING

1.1.- What is marketing?

1.2.- Marketing responsibilities and basic marketing concepts

1.3.- Strategic marketing orientations

1.4.- New marketing trends

#### UNIT 2 - ESSENTIALS OF CONSUMER BEHAVIOUR

2.1.- The concept and relevance of consumer behaviour

2.2.- Drivers of consumer buying behaviour

2.3.- The consumer decision-making process

2.4.- Marketing segmentation and positioning

#### UNIT 3 - PRODUCT DECISIONS

3.1.- Concept and classifications

3.2.- Product decisions

3.3.- Product portfolio management

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3.4.- New product development

3.5.- Product life cycle

### **UNIT 4 - PRICING DECISIONS**

4.1.- The concept and relevance of price

4.2.- Price as a marketing tool

4.3.- Pricing methods

4.4.- Pricing strategies

### **UNIT 5 - PLACE DECISIONS**

5.1.- Retailing: concept

5.2.- Types and functions of channel members

5.3.- Retailing strategies

5.4.- Merchandising

### **UNIT 6 - MARKETING COMMUNICATIONS DECISIONS**

6.1.- The concept of marketing communications

6.2.- Marketing communications mix

**5.4.Planning and scheduling**

**5.5.Bibliography and recommended resources**