COURSE DESCRIPTION
FUNDAMENTALS OF MARKETING
1ST YEAR | 2ND SEMESTER
DEGREE: BUSINESS ADMINISTRATION
IN-CLASS TEACHING
ACADEMIC YEAR: 2019/2020
SCHOOL OF BUSINESS AND ECONOMICS
1. COURSE IDENTIFICATION

1.- COURSE:

Name: Fundamentals of Marketing
Code: b111
Year (s) course is taught: 1  Semester (s) when the course is taught: 2
Type: Compulsory  ECTS: 6  Hours ECTS: 30
Language: English and Spanish  In-class teaching
Degree (s) in which the course is taught: Business Management
School of Business and Economics

2.- ORGANIZATION OF THE COURSE:

Department: Business Economics
Area of knowledge: Marketing and Market Research

2. LECTURERS OF THE COURSE

1.- LECTURERS:

<table>
<thead>
<tr>
<th>Instructor in charge</th>
<th>CONTACT DETAILS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Miryam Martínez Martínez</td>
<td>Phone (ext): 15488</td>
</tr>
<tr>
<td>Email: <a href="mailto:marmar@ceu.es">marmar@ceu.es</a></td>
<td>Office: 1.04B</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer (s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Pablo Vega</td>
<td>Phone (ext): 15523</td>
</tr>
<tr>
<td>Email: <a href="mailto:pvega@ceu.es">pvega@ceu.es</a></td>
<td>Office: Aula Polivalente (Edificio C – JR20)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Lecturer (s)</th>
<th>CONTACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Name: Elizabeth Frank</td>
<td>Phone (ext): 15408</td>
</tr>
<tr>
<td>Email: <a href="mailto:Elizabeth.frank@ceu.es">Elizabeth.frank@ceu.es</a></td>
<td>Office: 1.11B</td>
</tr>
</tbody>
</table>
2.- TUTORIALS:

For any queries students can contact lecturers by e-mail, phone or visiting their office during the teacher’s tutorial times published on the students’ Virtual Campus.

3. COURSE DESCRIPTION

This subject aims to introduce the student in the main concepts about the discipline of marketing. In this sense, it can be considered as the starting point to get the knowledge about the main functions and tasks that any professional of marketing need to perform in a company.

On the other hand, it should be noted that its content is relevant to ensure the proper follow-up of the subject Commercial Management, taught in the third year of the degree.

4. SKILLS

1.- SKILLS

<table>
<thead>
<tr>
<th>Code</th>
<th>Basic and General Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>BS1</td>
<td>Students should have demonstrated that they have gained knowledge of and understand an area of study at a level beyond secondary education that, even though based on advanced text books, it also includes aspects that are acquired from knowledge deriving from the state-of-the-art of the field of study.</td>
</tr>
<tr>
<td>GS1</td>
<td>Capacity for analytical and critical thinking</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Specific Skills</th>
</tr>
</thead>
<tbody>
<tr>
<td>SS8</td>
<td>Capacity to be self-critical and sensitive to the diversity of persons, cultures and businesses.</td>
</tr>
</tbody>
</table>

2.- LEARNING OUTCOMES

- To perform critic evaluations of the effects of marketing actions over the competitiveness of the company and its potential of growth.
- To develop and evaluate an integral marketing plan in any type of corporation.
5. LEARNING ACTIVITIES

1.- DISTRIBUTION OF STUDENTS` ASSIGNMENT:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>On-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA2</td>
<td>Seminar</td>
<td>40</td>
</tr>
<tr>
<td>EA3</td>
<td>Workshop</td>
<td>20</td>
</tr>
<tr>
<td>TOTAL</td>
<td>Presence Hours</td>
<td>60</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Not on-campus hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA0</td>
<td>Independent Work</td>
<td>120</td>
</tr>
</tbody>
</table>

2.- DESCRIPTION OF EDUCATIONAL ACTIVITIES

<table>
<thead>
<tr>
<th>Activity</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>EA2 (Seminar)</td>
<td>Educational activity focused especially on the competence of the students to develop the learning skills enabling them to assimilate content acquired beforehand, while relating economic concepts and those of similar and/or auxiliary disciplines and different theoretical and methodological approaches. Students study each subject in depth to a large extent independently. This educational activity is also centered on encouraging students to acquire the skills necessary to communicate their conclusions – and the understanding and underlying reasons supporting them – to both the specialist and non-specialist public clearly and unequivocally. Priority is given to the participation of students and their sharing of the reasoned interpretation of knowledge and the sources of their fields of study, all of which is coordinated by the professor.</td>
</tr>
<tr>
<td>EA3 (Workshop)</td>
<td>Educational activity focused especially on the competence of the students to use specific methodologies for resolving problems of a practical nature encountered by economists in their most applied aspects and/or the information technology tools relevant to each subject. Priority is placed on students undertaking practical activities focused on data manipulation and selection of quantitative and/or qualitative information for purposes of extracting/drawing relevant conclusions.</td>
</tr>
<tr>
<td>EA0 (Independent Work)</td>
<td>Educational activity whereby students independently manage their own learning by the study of the course material.</td>
</tr>
</tbody>
</table>

6. ASSESSMENT OF LEARNING

1.- CLASS ATTENDANCE:

- In order to be eligible for examination by continuous assessment students must attend at least 75% of scheduled class time (attendance sheets will be used). As students may be absent 25% of the classes, no attenuating circumstances will be accepted for absences.
2.- ASSESSMENT SYSTEM AND CRITERIA:

<table>
<thead>
<tr>
<th>Code</th>
<th>Name</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AS6</td>
<td>Individual work</td>
<td>25%</td>
</tr>
<tr>
<td>AS7</td>
<td>Team Work</td>
<td>25%</td>
</tr>
<tr>
<td>AS12</td>
<td>Oral presentations and expositions</td>
<td>15%</td>
</tr>
<tr>
<td>AS2</td>
<td>Written examination of test-type questions</td>
<td>15%</td>
</tr>
<tr>
<td>AS3</td>
<td>Written examination of essay-type questions</td>
<td>10%</td>
</tr>
<tr>
<td>AS4</td>
<td>Written or computer-based examination on exercises, problems, cases, and so forth</td>
<td>10%</td>
</tr>
</tbody>
</table>

3.- DESCRIPTION OF EVALUATION SYSTEMS

ORDINARY EXAMINATION:

1.- CONTINUOUS ASSESSMENT (65%):
- 65% of the final grade will be continuous assessment (limit of 6,5 points). This grade will come from:
  a) Individual work (25%)
     I. Visual maps or infographics (10%).
     II. Students should collect news published by different media regarding topics studied during the course (15%).
  b) Team work (25%)
     Project in teams in which the students will have to choose a company for its analysis.
  c) Oral Presentation of the group project (15%)
     The students will have to present the team project following the instructions of the professor.

IMPORTANT: The continuous assessment dates will be determined at the beginning of the Semester and will be compulsory for all the students, with no exceptions.

2- FINAL EXAM (35%):
- The final exam will represent the 35% of the final grade, and it will consist of a written exercise with reasoning and test questions and several practical exercises. A minimum of 4 points is required to pass the subject.

EXTRAORDINARY EXAMINATION:
- The student, who does not pass the course in the ordinary examination, will be evaluated in the extraordinary examination with an exam that will consist of a written exercise with reasoning and test questions and several practical exercises.
7. COURSE PROGRAMME

1. COURSE PROGRAMME:

THEORETICAL PROGRAMME:

**CHAPTER 1: Introduction to Marketing**

1.1 Marketing definition
1.2 Basic elements of Marketing
1.3 Marketing in the Company. New models of marketing.
1.4 Building client relations
1.5 The Marketing Plan

**CHAPTER 2: Market and environment in Marketing decisions**

2.1 Marketing and company environment
2.2 Microenvironment of Marketing
2.3 Macroenvironment of Marketing
2.4 Concept of Market
2.5 Types of markets and characteristics
2.6 Analysis of competitors

**CHAPTER 3: The commercial demand**

3.1 Concept of demand
3.2 Structure of the demand
3.3 The demand function
3.4 Concept of elasticity

**CHAPTER 4: Buying behaviour of costumers and organizations**

4.1 Consumer behaviour and Marketing.
4.2 External Factors of the general process of purchase decision
4.3 Internal Factors of the general process of purchase decision
4.4 The purchase decision process and the explicative models
4.5 Purchase behaviour of organizations
4.6 Customer experience

**CHAPTER 5: Market segmentation**

5.1 Concept and goals of the segmentation of markets
5.2 Process of the segmentation of markets
5.3 Criteria and techniques of segmentation
5.4 Segmentation and commercial strategy

**CHAPTER 6: New trends in Marketing**

6.1 The digital environment
6.2 Marketing in search engines (SEO & SEM)
6.3 Social Media Marketing (SMM)
6.4 Mobile Marketing
6.5 E-Commerce
6.6 Inbound Marketing
6.7 Content Marketing
6.8 Metrics

8. RECOMMENDED BIBLIOGRAPHY
1.- ESSENTIAL BIBLIOGRAPHY:


2.- ADDITIONAL BIBLIOGRAPHY:


3.- WEB RESOURCES:

www.marketingpower.com (AMA: Asociación Americana de Marketing)

www.adage.com

www.marketingmagazine.co.uk/


9. ATTITUDE IN THE CLASSROOM

1.- REGULATIONS

Any irregular act of academic integrity (no reference to cited sources, plagiarism of work or inappropriate use of prohibited information during examinations) or signing the attendance sheet for fellow students not present in class will result in the student not being eligible for continuous assessment and possibly being penalized according to the University regulations.