

**Essentials of Marketing**

Code: 104675  
ECTS Credits: 6

Degree	Type	Year	Semester
2501572 Business Administration and Management	OB	1	2
2501573 Economics	OT	3	2
2501573 Economics	OT	4	0

**Contact**

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**Use of Languages**

Principal working language: catalan (cat)  
Some groups entirely in English: Yes  
Some groups entirely in Catalan: Yes  
Some groups entirely in Spanish: Yes

**Teachers**

María Pilar Lopez Belbeze  
Rosalía Gallo Martinez  
Rossano Eusebio  
Alba Castellet Menchon  
Vera Butkouskaya

**External teachers**

Jose Luis Ordoñez  
Sebastian Bauer  
Silvia Xancó

**Prerequisites**

Non existent.

**Objectives and Contextualisation**

Marketing is a basic subject within the Degree in Business Management and Administration because it offers training in central aspects of business management, and specifically in the management of the Marketing department and the department of Commercial Management. This training in commercial management and marketing is necessary for graduates in Business Administration and Management to be able to work in companies in any production sector. It is also important for graduates in Economics to have a global view of the way that the marketing sections of companies work. In all these situations students have to have a broad overview of business management in order to carry out their work and be able to grow within the organisation.

Marketing knowledge is acquired through two different subjects: Fundamentals of Marketing and Marketing Management. Fundamentals of Marketing is obligatory in the first year and Marketing Management in the third year.

On completing the course of Fundamentals of Marketing students should be able to:

- Understand and know how to evaluate the main marketing concepts and tools.
- Understand the importance of marketing in businesses and in society.
- Make internal and external analyses of the company and make diagnostic decisions about the commercial situation.
- Know the different competitive marketing strategies.
- Know how to connect the different marketing decisions with other functional decisions.

## Competences

Business Administration and Management

- Apply theoretical knowledge to improve relations with clients and suppliers, identifying the advantages and disadvantages of those relations for both sides: company and client or supplier.
- Demonstrate knowledge of the processes for the implementation of company strategies.
- Transmit company, department or work objectives clearly.

## Learning Outcomes

1. Apply the concepts of strategic marketing to achieve market-oriented organisation.
2. Assess the importance of long-term commercial relationships with clients (relationship marketing).
3. Assess the main marketing concepts and tools.
4. Evaluate the major concepts and tools of communication (offline and online).
5. Formulate and design different strategies of growth and differentiation.
6. Identify the differences in the marketing applied to different economic sectors or types of organisations.
7. Perform an analysis of the market and of competitive structures, and determine a strategic diagnosis for the company.
8. Recognise the different directions a company can adopt.
9. Translating strategic objectives into concrete programs of communication.
10. Understand the importance of strategic marketing as a source of competitive advantages for the organisation.

## Content

### FUNDAMENTALS OF MARKETING

Chapter 1: Fundamentals of marketing: main concepts.

Chapter 2: Marketing Management and Marketing Organization.

### ANALYSIS OF THE COMMERCIAL SYSTEM

Chapter 3: Market Research

Chapter 4: Environment and market.

Chapter 5: Consumer behavior

## MARKETING STRATEGY DESIGN

Chapter 6: Marketing strategy (segmentation, differentiation and positioning)

Chapter 7: Marketing -mix (product, price, place and communication strategies)

### Methodology

The subject of Fundamentals of Marketing will use a combination of teaching methods to promote student learning.

- 1) Lectures: in these sessions the lecturers cover the basic concepts and notions of the subject.
- 2) Work sessions centred on case studies: the methodology of the case in question will be used to gain a better understanding of the concepts and models covered in the lectures. Student will receive a case on which they must compile a report to be discussed in class.
- 3) Practical activities and exercises: student must work individually or in small groups to solve practical questions and exercises. Some of these activities will take place in the classroom and others will not.
- 4) Complementary activities: reading press articles, reviewing books that contribute to illustrating and clarifying relevant aspects of the subject content.
- 5) Tutorials: students have access to lecturers in the subject at certain times which may help to clear up any doubts that they may have about the subject or the specific questions they are dealing with.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

### Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practice classes	17	0.68	1, 5, 6, 7, 8, 9
Theory classes	32.5	1.3	10, 3, 2
Type: Supervised			
Tutorials	27.5	1.1	4, 3, 2
Type: Autonomous			
Activities	25	1	1, 10, 5, 6, 7, 8, 9, 4, 3, 2
Case studies & classes assessment	13	0.52	1, 5, 9
Study	30	1.2	10, 6, 8, 4, 3, 2

### Assessment

The Fundamentals of Marketing subject will be assessed according to the following criteria:

- 1) Assignments (25%): This is 2-3 assignments carried out in groups of 3-4 students and show up in class.
- 2) Resolving case studies (15%): Solving problems in practical case studies.
- 3) Participation in class (10%): class participation consists in the active participation of students through the resolution of problems and contribution of up-to-date information about the types of issues experienced by companies.
- 4) Written exam (50%)

To calculate the overall grade for the subject according to the weights indicated, it will be necessary to have a minimum grade of 4 out of 10 in the exam. A grade in the exam lower than this minimum grade implies that the average grade will NOT be calculated, according to the established indications. In this case, the grade for the subject will be the one obtained in the exam and the subject is not considered passed. In the event that the student obtains a grade higher than 4 out of 10 in the final exam, the average grade can be calculated, according to the established indications, and the grade for the subject will be the result of these weightings. If the average grade of the student's course is 5 or higher, the subject will be considered passed and it will not be subject to a new evaluation. In the event that this average grade is less than 5, the student may take the retake test.

All students are required to complete assessable assignments.

Students may only obtain a grade of "Not Assessed" for the subject if they have not presented for any of the assessment exercises. So students who have presented work for continual assessment may not opt for an "Not assessed" grade for the course.

### Calendar of evaluation activities

The dates of the evaluation activities (midterm exams, exercises in the classroom, assignments, ...) will be announced well in advance during the semester.

The date of the final exam is scheduled in the assessment calendar of the Faculty.

"The dates of evaluation activities cannot be modified, unless there is an exceptional and duly justified reason why an evaluation activity cannot be carried out. In this case, the degree coordinator will contact both the teaching staff and the affected student, and a new date will be scheduled within the same academic period to make up for the missed evaluation activity." Section 1 of Article 115. Calendar of evaluation activities (Academic Regulations UAB). Students of the Faculty of Economics and Business, who in accordance with the previous paragraph need to change an evaluation activity date must process the request by filling out an Application for exams' reschedule [https://eformularis.uab.cat/group/deganat\\_feie/application-for-exams-reschedule](https://eformularis.uab.cat/group/deganat_feie/application-for-exams-reschedule)

### Review process

After all grading activities have ended, students will be informed of the date and way in which the course grades will be published. Students will also be informed of the procedure, place, date and time of grade revision following University regulations.

### Retake Process

"To be eligible to participate in the retake process, it is required for students to have been previously evaluated for at least two thirds of the total evaluation activities of the subject." Section 3 of Article 112 ter. The recovery (UAB Academic Regulations). Additionally, it is required that the student to have achieved an average grade of the subject between 3.5 and 4.9.

The date of the retake exam will be posted in the calendar of evaluation activities of the Faculty. Students who take this exam and pass, will get a grade of 5 for the subject. If the student does not pass the retake, the grade will remain unchanged, and hence, the student will fail the course.

### Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the case that the student makes any irregularity that could lead to a significant variation in the grade of an evaluation activity, it will be graded with a 0, regardless of the disciplinary process that can be instructed. In case of various irregularities occur in the evaluation of the same subject, the final grade of this subject will be 0". Section 10 of Article 116. Results of the evaluation. (UAB Academic Regulations).

## **Assessment Activities**

Title	Weighting	Hours	ECTS	Learning Outcomes
Business Cases and classes assessment	25%	1.5	0.06	1, 10, 5, 6, 7, 8, 9, 4, 3, 2
Exam	50%	2	0.08	10, 5, 6, 8, 4, 3, 2
Presentation of assignments	25%	1.5	0.06	10, 5, 6, 7, 8, 4, 3, 2

## Bibliography

### BASIC BIBLIOGRAPHY

SANTESMASES, M. AND OTHERS: "Fundamentals of Marketing", Ed. Pirámide, 2011.

Lockhart, Johanna. *Fundamentals of School Marketing / Johanna M. Lockhart*. Lanham, Maryland: Rowman & Littlefield, 2016. (available on line:  
<https://ebookcentral-proquest-com.are.uab.cat/lib/uab/detail.action?pq-origsite=primo&docID=4677054>)

### COMPLEMENTARY BIBLIOGRAPHY

Proctor, Tony, "Strategic Marketing: an Introduction", Ed. Taylor & Francis Group (Digital edition available in our library)

The professor will announce in class the list of complementary bibliography.

## Software

Good skills of Microsoft Office.