

Marketing

Code: 102138
ECTS Credits: 6

2025/2026

Degree	Type	Year
Accounting and Finances	OB	2

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Teaching groups languages

You can view this information at the [end](#) of this document.

Prerequisites

It is recommended that the student has adequate knowledge of business economics.

Objectives and Contextualisation

The subject of marketing represents a basic subject in the studies of Accounting and Finance because it trains the student in central aspects of business management, specifically commercial management.

It is a compulsory subject that is taken when the student has already acquired a company base training. The subject provides students with comprehensive training in the field of marketing, developing the basic knowledge and specific competences of this business area.

Training in commercial management is essential for a correct job placement of graduates. In any situation, the student must have a broad vision of business management in order to carry out their work correctly and be able to grow within the structure of the organization.

The objectives are:

- Understand and know how to value the main concepts and tools of marketing.
- Understand the importance of marketing in the company and in society.

- Carry out an internal and external analysis of the company and determine a diagnosis of the commercial situation.
- Know the different competitive marketing strategies.
- Interrelate marketing/commercial decisions with the rest of decisions in the other functional areas of the company.

Learning Outcomes

1. CM34 (Competence) Identify internal situations in the company that require a change or improvement in the finance and accounting sphere.
2. CM35 (Competence) Analyse a personal situation from the finance and accounting sphere, identifying points for improvement.
3. KM26 (Knowledge) Relate the strong and weak points of the different organisational methods.
4. SM29 (Skill) Defend the importance of strategic marketing as a source of competitive advantages for the organisation.
5. SM30 (Skill) Name the characteristics of the different tools from the marketing mix.
6. SM31 (Skill) Diagnose the company's commercial situation.
7. SM32 (Skill) Write a marketing plan following the phases, and with all the elements.
8. SM33 (Skill) Interrelate commercial decisions with the rest of the functional decisions of a company.

Content

INTRODUCTION TO MARKETING

1. Fundamentals of marketing: basic concepts
2. Commercial planning
3. Commercial research

MARKETS, DEMAND AND CONSUMER BEHAVIOR

1. Markets and demand
2. Market segmentation
3. Product positioning

DESIGN OF MARKETING MIX STRATEGIES

1. Design of strategies
2. Product and brand decisions
3. Decisions on prices
4. Distribution channel decisions
5. Communication decisions

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Lectures and practical classes	32.5	1.3	CM34, SM29, SM30, SM31, SM32, SM33, CM34
Project/report presentation	21	0.84	CM34, SM29, SM30, SM31, SM32, SM33, CM34
Type: Supervised			
Development of a report - monitored	15	0.6	CM34, SM29, SM30, SM31, SM32, SM33, CM34
Type: Autonomous			
Individual and group exercises and activities	20	0.8	CM34, KM26, SM29, SM30, SM31, SM32, SM33, CM34
Individual study	40	1.6	CM34, KM26, SM30, SM31, SM32, SM33, CM34

The subject of marketing will use a combination of educational methodologies in order to enhance the learning by part of the student.

1. Master classes with ICT support: In these sessions the teachers will develop the main concepts and notions of the subject.
2. Work sessions focused on a practical case: The case methodology will be used to better understand the different concepts and models worked on in the master sessions. Students will receive a case on which they will have to make a report that will be subject to discussion in class.
3. Realisation of practical activities and exercises: The students will have to resolve autonomously or with small groups of work the practices and exercises proposed. Some of these activities will be carried out in the classroom and others will not.
4. Complementary activities: Reading of press articles or reviews of books that contribute to illustrating and clarifying relevant aspects of the content of the subject.
5. Personal tutorials: The student will have a few hours where the teachers of the subject will be able to help him/her to solve the doubts that arise in the study of the subject and/or in the resolution of problems.

Note: 15 minutes of a class will be reserved, within the calendar established by the center/degree, for the complementation by the students of the evaluation surveys of the performance of the teaching staff and evaluation of the subject / module.

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.

Assessment

Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Attendance, participation and exercises	15%	10	0.4	CM34, CM35, KM26, SM29, SM30, SM31, SM32, SM33
Exam	50%	1.5	0.06	
Written report	35%	10	0.4	

The evaluation of the subject of Marketing will take into account the following components:

- (1) Final exam: 50% of the grade.
- (2) Attendance, participation and exercises: 15% of the grade
- (3) Group work (written report): 35% of the grade.

The student must take a minimum grade of 4 in the exam (written test) in order to calculate the average grade of the course. In this case it will pass the subject if its grade in the whole of the components of the evaluation is 5 or higher; and otherwise you will have the right to go to recovery in the terms that can be seen below.

If the grade of the exam is less than 4 but by calculating the average obtained more than 5, you can also take the recovery test, in the misunderstanding that if you do not pass it, the final grade of the subject will be that of the final test.

The student will be considered as "not evaluable" as long as he has not participated in any of the evaluation activities. Therefore, if a student carries out ANY of the evaluative activities can no longer be considered as "not evaluable".

Calendar of evaluation activities:

The dates of the different evaluation tests (partial exams, exercises in the classroom, delivery of works, ...) will be announced well in advance during the semester.

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

"The programming of the evaluation tests cannot be modified, unless there is an exceptional reason and duly justified by which an evaluation act cannot be carried out. In this case, the people responsible for the degrees, after consultation with the teaching staff and the affected students, will propose a new programming within the corresponding academic period." Section 1 of Article 115. Calendar of evaluation activities (UAB Academic Regulations)

Students of the Faculty of Economics and Business who, in accordance with the previous paragraph need to change an evaluation date, must submit the request by filling out the Application for rescheduling test https://eformularis.uab.cat/group/deganat_feie/reprogramacio-proves

Procedure of review of the qualifications:

Coinciding with the final exam, the day and means in which the final grades will be published will be announced. The procedure, place, date and time of the review of exams will be informed in accordance with the regulations of the University.

Recovery Process:

"To participate in the recovery process, students must have been previously evaluated in a set of activities that represent a minimum of two thirds of the total grade of the subject or module." Section 3 of Article 112 ter. Recovery (UAB Academic Regulations). Students have obtained an average grade of the subject between 3.5 and 4.8.

The date of this test will be scheduled in the examination calendar of the Faculty. The student who presents and passes it will pass the subject with a grade of 5. Otherwise you will keep the same note.

Irregularities in evaluation acts

Notwithstanding other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "in the event that the student makes any irregularity that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that can be instructed. In case of several irregularities in the evaluation acts of the same subject, the final grade of this subject will be 0". Section 10 of Article 116. Evaluation results. (UAB Academic Regulations).

2 For subjects or modules that DO include the COMPREHENSIVE EVALUATION option:

2.1 COMPREHENSIVE EVALUATION (Art. 265 of the UAB Academic Regulations)

By requesting the comprehensive evaluation the student waives the option of continuous evaluation.

The comprehensive evaluation must be requested at the Academic Management (Gestió acadèmica) of the Campus where the degree/master's degree is taught. The request must be filed according to the procedure and the deadline established by the administrative calendar of the Faculty of Economics and Business.

Attendance :

- *Student attendance is mandatory on the day of the comprehensive assessment. The date will be the same as that of the final exam of the semester as per the evaluation calendar published by the Faculty of Economics and Business and approved by the Faculty's Teaching and Academic Affairs Committee. The duration of the comprehensive assessment must be specified in the characteristics of such activity.*
- *100% of the evaluation evidences must be handed in by the student on the day of the comprehensive assessment.*
- *The evaluation evidences carried out in person by the student on the same day of the comprehensive assessment must have a minimum weight of 70%.*

The following information referring to the characteristics of the comprehensive assessment must be included. We suggest incorporating the following table:

Evidence Type (1)	Weight in the final assessment (%) (2)	Duration of the activity	Is the activity that corresponds to this evaluation evidence to be carried out in person on the date scheduled for the comprehensive evaluation? (YES/NO) (3)
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Final exam (theory and practice)	100%	3 hours	YES
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TOTAL	100%
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(1) *Descriptive title of each piece of evidence (exam, problem sets solving, case analysis, activity carried out using specific software that the student is expected to know,...)*

(2) *Weight of the evidence in the final mark of the subject (specify the percentages of each evaluation evidence that the student must undertake)*

(3) *For each piece of evidence: Is the activity that corresponds to this evaluation evidence to be carried out in person on the date scheduled for the comprehensive evaluation? (YES/NO)*

2.2 RETAKE PROCEDURE :

"For the retake procedure, no distinction is made between students who have followed the continuous evaluation and those who have opted for the comprehensive evaluation. All will be re-assessed using the same test or evaluation evidence."

2.3 REVIEW OF THE FINAL QUALIFICATION:

"The review of the final qualification will follow the same procedure as for the continuous evaluation".

AI USE:

Restricted use: "For this subject, the use of Artificial Intelligence (AI) technologies is allowed exclusively in suppo

The student must clearly identify which parts have been generated with this technology, specify the tools used and

evaluable activity will be considered a lack of academic honesty and may lead to a partial or total penalty in the evaluation.

Bibliography

- BASIC:

DE-JUAN-VIGARAY, MARÍA D.: "Marketing Fundamentos", Ed. Publications of the University of Alicante, 2017.

- COMPLEMENTARY:

- Juárez, Fernando. Principios de marketing. Primera edición. Bogotá D.C.: Editorial Universidad del Rosario, 2018 (disponible en línea: <https://elibro.net/es/lc/uab/titulos/70739>).

- M. SANTESMASES, M^a J. Merino, J. Sanchez y T. Pintado: "Fundamentos de Marketing", Ed. Pirámide (2018), 2^a edición adaptada al EEES.

- KOTLER P., ARMSTRONG (2009) Introducción al Marketing (3^a ed.) Pearson - Prentice Hall.

- ÁGUEDA ESTEBAN Y J.A. MONDÉJAR (2015) "Fundamentos de Marketing", Esic, 2^a edición.

- ÁGUEDA ESTEBAN Y CARLOTA LORENZA (2013) " Dirección Comercial", Esic, 1^a edición.

Software

Advanced knowledge of Microsoft Office and easy to deal with new technologies

Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
(PAUL) Classroom practices	101	Catalan	second semester	morning-mixed
(PAUL) Classroom practices	501	Catalan	second semester	afternoon
(TE) Theory	10	Catalan	second semester	morning-mixed
(TE) Theory	50	Catalan	second semester	afternoon