

Introduction to Marketing

Code: 104774
ECTS Credits: 6

2025/2026

Degree	Type	Year
Communication in Organisations	OB	3

Contact

Name: Pedro Ortín Ángel

Email: pere.ortin@uab.cat

Teachers

(External) Carolina Solís

Teaching groups languages

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

Prerequisites

None.

Objectives and Contextualisation

Objectives are:

1. Develop an understanding of business marketing issues in a general context
2. Develop the capability for marketing analysis as well as the skills required to make marketing decisions, specially those related to the generation of marketing plans
3. Identify the different factors taking part in the marketing activities and understand the relations between/amongst them
4. Develop a global understanding of the marketing function and its own specificities within the organization

Competences

- Act within one's own area of knowledge, evaluating sex/gender-based inequalities.
- Analyse and evaluate the structures of the different types of organisations, of the Media and of the relationship between the two.

- Devise, plan and execute communication projects about the organisation on all types of media and for both internal and external audiences.
- Establish communication objectives, and design and apply optimal strategies for communication between organisations and their employees, clients and users, and society in general.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills to undertake further training with a high degree of autonomy.
- Work in compliance with professional codes of conduct.

Learning Outcomes

1. Adapt marketing theory and techniques to the different types of organisations.
2. Analyse the principles of costeffectiveness analysis (costimpact ratio).
3. Analyse the sex- or gender-based inequalities and the gender biases present in one's own area of knowledge.
4. Apply ethics in the creation of brand-promotion messages aimed at all kinds of audiences.
5. Design the most suitable strategies in the relationship between brands and consumers.
6. Make consumers or users appreciate the quality of the products and services sold by the organisation.
7. Resolve specific cases that will help the organisation to improve customer relations and product promotion.

Content

1. **Marketing and company marketing activities.**
 1. *Marketing basics*
 2. *The marketing process*
2. **Marketing opportunities analysis.**
 1. *Segmentation, positioning, growth and competitive strategies*
3. **Marketing policies planning.**
 1. *Product decisions, product management and product identity*
 2. *New product development and product life cycle*
 3. *Price decisions and price management*
 4. *Distribution decisions and management*
 5. *Communication decisions and management* .
 6. *Marketing communications tools*
4. **Marketing plan management.**

Marketing plan implementation

The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Case studies	15	0.6	1, 2, 4, 5, 7
Study	30	1.2	1, 2, 4, 5, 7
Theory classes	33	1.32	1, 2, 4, 5

Type: Supervised			
Tutorials	27.5	1.1	2, 4, 5
Type: Autonomous			
Work on case studies	19.5	0.78	1, 2, 4, 5, 7, 6
Work on the final project	25	1	1, 2, 4, 5, 7, 6

The subject of Introduction to 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.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

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

Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Cases and exercises	30%	0	0	1, 2, 3, 4, 5, 7, 6
Written report	30%	0	0	1, 3, 4, 5, 6
Written test	40%	0	0	1, 2, 3, 5, 7, 6

Students must obtain a minimum mark of 4 in the exam (written test) to calculate the average mark of the course. In this case, he/she will pass the subject if his/her final mark is 5 or higher; and fail if it is below 3.5. Otherwise they will have the right to enter the retake process in the terms that can be seen below.

If the mark of the exam is less than 4 but the rest of the student's marks are higher enough such that if the average were calculated, a mark of 5 or higher would be obtained, the student will also be able to retake.

However, if the student does not pass the retake exam, the final grade of the subject will be the of the final test.

Students will be evaluated as "non evaluable" provided that they have not performed any of the evaluation activities. Therefore, if a student participate on ANY of the evaluation components a "non evaluable" will not be granted.

Calendar of evaluation activities

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

Grade revision 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 be 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 been 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.

Students taking this exam and passing will get a grade of 5 for the subject. For the students that do not pass the retake, the grade will remain unchanged, and hence, will fail the course.

Irregularities in evaluation activities

In spite of other disciplinary measures deemed appropriate, and in accordance with current academic regulations, "whenever a 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 occurrence of various irregularities 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).**

Examination-based evaluation:

This type of evaluation includes the following activities:

- Theoretical exam (50% of the grade)
- Course work whose subject matter will be previously agreed with the responsible teacher (50% of the grade)

The exam must be held on the same day as indicated for those students who follow the continuous assessment system. On the same day, the course work must also be submitted.

Bibliography

BIBLIOGRAFÍA BÁSICA

DE-JUAN-VIGARAY, MARÍA D.: "Fundamentos de Marketing", Ed. Publicacions de la Universitat d'Alacant, 2017.

BIBLIOGRAFÍA COMPLEMENTARIA

Proctor, Tony, "Strategic Marketing: an Introduction", Ed. Taylor & Francis Group (Edición digital disponible en la biblioteca de Ciencias Sociales)

El profesor facilitará en clase una relación de lecturas complementarias.

Software

Advanced skills of Microsoft Office.

In this course, the use of Artificial Intelligence (AI) technologies is permitted as an integral part of assignment development, provided that the final outcome demonstrates a significant contribution from the student in terms of analysis and personal reflection. Students must clearly identify any content generated using AI, specify the tools employed, and include a critical reflection on how these technologies have influenced both the process and the final result of the assignment.

Failure to disclose the use of AI in this assessed activity will be considered a breach of academic integrity and may result in a partial or total penalty to the assignment grade, or more serious sanctions in severe cases.

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
(SEM) Seminars	71	Catalan/Spanish	first semester	afternoon
(SEM) Seminars	72	Catalan	first semester	afternoon
(TE) Theory	7	Catalan	first semester	afternoon