

## Essentials of Marketing

Code: 108085  
ECTS Credits: 6

**2025/2026**

Degree	Type	Year
Business Administration and Management	OB	1

### Contact

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### Teachers

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### Teaching groups languages

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

### Prerequisites

There are no requirements

### 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.

## Learning Outcomes

1. CM60 (Competence) Design different strategies for growth and differentiation in the field of marketing.
2. CM61 (Competence) Prepare reports to achieve a market-oriented organisation.
3. CM62 (Competence) Propose projects and actions that are in accordance with the principles of ethical responsibility and respect for fundamental rights and duties, diversity and democratic values.
4. KM57 (Knowledge) Identify the importance of strategic marketing as a source of competitive advantages for the organisation.
5. KM58 (Knowledge) Identify the differences in the application of marketing to different economic sectors or types of organisations.
6. KM59 (Knowledge) Recognise the different orientations that a company can take.

## Content

### FUNDAMENTALS OF MARKETING

Chapter 1: Fundamentals of marketing: main concepts.

Chapter 2: Marketing Management and Marketing Organization.

### MARKETING ENVIRONMENT ANALYSIS

Chapter 3: Market research.

Chapter 4: Environment, market and competition.

Chapter 5: Demand and consumer behavior.

### MARKETING STRATEGY DESIGN

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

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

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Practice classes	17	0.68	CM60, CM61, KM57, KM58, KM59, CM60
Theory classes	32.5	1.3	KM57, KM58, KM59, KM57

Type: Supervised

Tutorials	27.5	1.1	CM60, CM61, CM62, CM60
Type: Autonomous			
Activities	25	1	CM60, CM61, CM62, KM57, KM58, KM59, CM60
Case studies & classes assessment	14	0.56	CM60, KM58, KM59, CM60
Study	30	1.2	CM61, CM62, KM57, CM61

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.

## Assessment

### Continous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Assignments and oral presentations	30%	1.2	0.05	CM60, CM61, CM62
Business cases and classes assessment	20%	0.8	0.03	CM60, KM59
Exam	50%	2	0.08	CM61, KM57, KM58, KM59

This subject does not offer the option for comprehensive evaluation.

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

- 1) Assignments (30%): This is 2-3 assignments carried out in groups of 3-4 students and show up in class.
- 2) Resolving case studies (10%): 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 issued experienced by companies.
- 4) Written exam (50%)

The grade for the continued evaluation is formed by the average of the qualifications obtained in the development of the assignments, cases and participation in class.

The written exam will consist of a single exam divided into two parts:

- Part 1: Tipus test exam.
- Part 2: Open questions.

In order for the exam to be considered passed, the student must obtain a minimum score of 4 out of 10 in each of the two parts, independently.

Condition per fer mitjana with continued evaluation: In case the student does not obtain the minimum grade of 4/10 in any of the two parts, the qualification of the final exam is not complementary to the grade of the continuous assessment and the subject is considered not passed.

If the final grade of the course is 5 or higher, the subject will be considered passed. In cases where the score remains below 5, the student may take the recovery test.

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, as long as the qualification of the final exam is still a minimum of 4/10.

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).

## **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>)

Kotler, Philip T., Gary Armstrong, and Marc Oliver Opresnik. *Principles of Marketing* Philip T. Kotler, Gary Armstrong with Marc Oliver Opresnik. Eighteenth edition, Global edition. Harlow, England: Pearson, 2021. Print. (<https://ebookcentral-proquest-com.are.uab.cat/lib/uab/detail.action?pq-origsite=primo&docID=6127827>)

Mesa Holguín, Mario. *Fundamentos de marketing* Mario Mesa Holguín. 1a. ed. Bogotá: Ecoe Ediciones, 2012. Print. (<https://app-vlex-com.are.uab.cat/#/sources/6234>)

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

## **Software**

Microsoft Office (word, power point, excel)

## **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.