



22002 - INTRODUCTION TO MARKETING (2018-19)

General

Code: 22002

Lecturer responsible:

SELLERS RUBIO, RICARDO

Credits ECTS:	6
Theoretical credits:	1,5
Practical credits:	0,9
Distance-base hours:	3,6

Departments involved

- **Dept:** MARKETING
Area: MARKETING AND MARKET RESEARCH
Theoretical credits: 1,5
Practical credits: 0,9
 This Dept. is responsible for the course.
 This Dept. is responsible for the final mark record.

Study programmes where this course is taught

- DOUBLE DEGREE IN TOURISM AND BUSINESS ADMINISTRATION AND MANAGEMENT
 Course type: CORE (Year: 1)
- DEGREE IN BUSINESS ADMINISTRATION AND MANAGEMENT
 Course type: CORE (Year: 1)
- DOUBLE DEGREE IN LAW + ADE (DADE)
 Course type: CORE (Year: 2)
- DOUBLE DEGREE IN COMPUTER ENGINEERING AND BUSINESS ADMINISTRATION
 Course type: CORE (Year: 1)

Competencies and objectives

Course context for academic year 2018-19

The basic objective of the subject Introduction to Marketing is to provide students with basic training and an overview of the fundamental aspects within the functional area of the Business Management and Research that allows them to face their practice in business, especially in the professional profiles of commercial consultancy and commercial director.

The subject Introduction to Marketing is the first of the subjects of the module "Marketing and Market Research" that students attend. It consists of 6 ECTS credits and is a basic training subject.

Throughout the course, the student is familiarized with the basic concepts of marketing, including market research, marketing strategy, and marketing management tools (product, price, distribution and communication). This allows the student to face the learning of the contents of the module "Marketing and Market Research" with a holistic vision of all the elements that make up the area of commercialization of the company. This subject is, therefore, an introduction for the subsequent development of the other subjects of the module: three compulsory subjects located in the second and third years (Market Research, Marketing Management and Strategic Marketing) and, depending on the corresponding Degree, four fourth year elective subjects (International Marketing, Marketing Communication, Commercial Distribution, and Sales Management).

Course content (verified by ANECA in official undergraduate and Master's degrees)

General Competences (CG)

- **CG1** : Capacity to find and analyse information.
- **CG2** : Capacity to work in a team.
- **CG4** : Apply professional criteria based on using technical instruments to analyse problems.
- **CG5** : Capacity to make decisions by putting theoretical knowledge into practice.

General Competences acquired at University of Alicante (CGUA)

- **CGUA3** : Capacity for oral and written communication.

Specific Competences (CE)

- **CE7** : Be able to apply different technical instruments for marketing and commercial research to analyse companies in their context.

Exclusive skill taught in this course

No data

Learning outcomes (Training objectives)

No data

Specific objectives stated by the academic staff for academic year 2018-19

Cognitive objectives

OC1 Become familiar with the language, concepts, tools and logic of marketing as a business activity.

OC2 Achieve basic training and an overview of the commercial function in the company, to develop a complementary and deeper training in subsequent courses.

OC3. Know aspects and useful and necessary tools for effective decision making in marketing such as the concept of value, relationship marketing, marketing planning, environmental analysis and SWOT analysis, demand analysis, individual and organizational consumer behavior, segmentation and positioning strategies, and marketing-mix instruments.

Instrumental objectives

OI1. Formulate solutions related to marketing practice in the company based on real data.

OI2. Apply the theoretical knowledge to the practice of marketing within the company.

OI3. Comment, discuss and express publicly the results obtained in the development of practical classes and the fundamental aspects developed throughout the theoretical classes.

OI4. Train for the selective search of information and complementary documentation.

Attitudinal objectives

OA1. Assume responsibility for their learning and its results, develop their autonomy and be active in building their knowledge.

OA2. Develop critical thinking about reality, as well as collaborative attitudes (exchange of experiences and opinions with their peers), professional skills and self-assessment capacity.

OA3. Interact socially and professionally with their environment.

Content and bibliography

Content for academic year 2018-19

The subject Introduction to Marketing is divided into six fundamental units.

Unit 1. Introduction to marketing

In this topic the marketing concept is analyzed as well as its evolution over time and the role of satisfaction of marketing needs. Additionally, the most relevant aspects of actual marketing practice are studied.

Unit 2. Marketing planning

This topic presents the content of the marketing plan, which will serve as a framework for the development of subsequent topics. Among other aspects, the analysis of the situation, the establishment of objectives, the design of strategies and the mechanisms of evaluation and control of the plan will be studied.

Unit 3. Marketing research

This topic introduces the student to the essential elements of market research, detailing the phases of the same and analyzing in detail a fundamental part of the research, such as forecasting demand.

Unit 4. Consumer behavior

In this topic the concepts of market and demand are exposed and the purchasing process of individual consumers is studied.

Unit 5. Segmentation and positioning

This topic addresses the study of market segmentation, including the criteria for carrying it out and its application in the design of marketing strategies. Additionally, the concept of positioning and its importance for the development of marketing activities is examined.

Unit 6. Marketing strategies

Finally, the student is introduced to the basic concepts related to marketing strategies: product, price, distribution and communication.

Assessment

Assessment procedures and criteria 2018-19

To pass the subject the student must obtain a minimum of 5 points adding the notes of all the parts, without needing to obtain a minimum grade in each of them.

In case that the student does not pass the subject in the first call (obtaining a minimum of 5 points after the sum of all the parts), he/she will be entitled to a second extraordinary call. In this call, the student will have two evaluation options to choose from, being able to decide on the same day of the exam which of the two is accepted.











OPTION 1: In this option, the student will keep the grade of the continuous evaluation (active participation and / or practice delivery) obtained throughout the academic semester. Therefore, the final grade of the student will be the sum of the grade obtained in the continuous evaluation plus the grade obtained in the exam of this second call. This exam will be a test type and its structure will be similar to the one of the ordinary call.

OPTION 2: Under this evaluation option, the student is examined of the whole subject, losing the right to add the grade accumulated during the continuous evaluation throughout the academic semester (if any). This option of exam is recommended for those students who have obtained a low grade in the continuous evaluation, as well as for those students who, due to various circumstances, do not have a continuous assessment grade (due to not attending classes, prolonged absences, etc.). The exam will evaluate both the theory and the practice explained throughout the course, it will be a test type and its structure will be similar to the one of the ordinary call.

Description	Criteria	Type	Weighting system
Delivery of practicals	<p>Delivery of practicals (40% of the final grade, maximum 4 points). This section refers to the delivery through the UACloud (Evaluation -> Controls -> Control of delivery of practical) of practicals 7 and 12 included in the Portfolio of Practical.</p> <p>Students must form groups of between 2 and 4 members for the delivery of each practical and the grade obtained will be the same for all members.</p> <p>Each practical will be evaluated up to a maximum of 2 points, assessing the clarity, the degree of coherence and the tightness of the answers to the questions raised, and the use of secondary sources of information - contrasted and reliable - to support the answers.</p> <p>All the details about the delivery rules, the submission deadlines and the evaluation criteria of the same can be found in the Portfolio of Practical.</p> <p>The note will be published in the UACloud (Evaluation -> Controls -> Partial Control "Practical delivery") before the date of the final exam.</p>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	40

Active and continuous participation in practical classes	<p>Active and continuous participation in practical classes (10% of the final grade, maximum 1 point).</p> <p>The assessment of this point will be made by the professor of practices throughout the academic semester.</p> <p>The development of the practical classes will be as follows: it will be left between 45-60 minutes of the session to work in the classroom the corresponding practical and between 15-30 minutes for the correction of the same based on the work done by the students.</p> <p>The teacher will verify that the students who attend perform the corresponding practical through the procedure that he/she considers appropriate (e.g. questions, exhibitions, collection of practicals, etc.).</p> <p>So that the note of this section is added to the final grade of the subject, the following criteria must be met: completion of at least 80% of the non-compulsory practicals of the subject (a minimum of 10 out of 12).</p> <p>The note will be published in the UACloud (Evaluation -> Controls -> Partial Control "Active Participation") before the date of the final exam.</p>	ACTIVITIES OF EVALUATION DURING THE SEMESTER	10
Final test	<p>Objective test of multiple choice questions (50% of the final grade, maximum 5 points).</p> <p>This test will evaluate the scope of learning outcomes. The final exam will be a test type, with four answer options where only one is correct. Each wrong / poorly answered answer will subtract one third of a correct answer. Blank answers will not subtract points.</p> <p>Formula for the calculation of the exam mark: $[(Matches - (Failures / 3)) * (5 / \text{number of questions in the test})]$</p> <p>(Example: In a test of 20 questions with 10 correct answers, 6 failures and 4 blank ones, the score would be $2 (10 - (6/3)) * (5/20)$).</p>	FINAL TEST	50

Official exam dates for academic year 2018-19

Exam session	Date	Time	Group - Classroom(s) allocated	Comments
(C1) Pruebas extraordinarias de finalización de estudios	10/10/2018			
(C2) Periodo ordinario para asignaturas de primer semestre	21/01/2019	15:00 - 18:00	A1/0-05G  A1/0-06X  A1/0-07X  A1/0-18X  A1/0-19X  A1/1-36X  A1/1-37X  A1/1-50X  A1/1-51X  A1/1-52M 	
(C4) Pruebas extraordinarias para asignaturas de grado y máster	11/07/2019			

