



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

Syllabus
2026 - 2027

TECHNICAL SHEET OF THE SUBJECT

Data of the subject	
Subject name	Fundamentals of Marketing
Subject code	FCEE-ADE-415
Main program	Bachelor's Degree in Business Administration and Management
Involved programs	Grado en Ingeniería en Tecnologías Industriales y Grado en Administración y Dirección de Empresas [Fourth year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Básico
Department	Departamento de Marketing
Coordinator	Aranca Larrañaga Muguerza
Schedule	2 sessions of 2 hours each throughout the week
Office hours	2 hours / week (To be determined)
Course overview	The Marketing Function. Market. Product. Price. Place/Distribution. Promotion/Communications

Teacher Information	
Teacher	
Name	Ana Isabel Jiménez Zarco
Department	Departamento de Marketing
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SPECIFIC DATA OF THE SUBJECT

Contextualization of the subject
Contribution to the professional profile of the degree
This course introduces students to one of the four traditional areas of business (Finance, Production, Human Resources and Marketing) providing an introductory overview of it. This is the first of the three core courses in the marketing field that make up the degree in business administration. After this course students should be able to apply marketing theory and concepts to what marketers do in "the real world" and to use marketing concepts to analyse business decisions. The course will improve familiarity with current challenges and issues in marketing and lay the foundations for students wishing to take more specialised courses in marketing.

Competencies - Objectives	
Competences	
GENERALES	
CG01	Capacidad de análisis y síntesis



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	RA1	Identifica las variables del problema y las relaciona con los conceptos vistos en clase
	RA2	Es capaz de resumir y estructurar la información empleando los conceptos adecuados
CG02	Resolución de problemas y toma de decisiones	
	RA1	Es capaz de resumir y estructurar la información empleando los conceptos adecuados
	RA2	Identifica y organiza temporalmente las tareas necesarias para la realización de sus actividades de aprendizaje, cumpliendo con los plazos establecidos de entrega de actividades
	RA3	Es capaz de establecer prioridades y seleccionar materiales en la realización de las tareas en función de las demandas del programa de estudio
CG03	Capacidad de organización y planificación	
	RA1	Identifica y organiza temporalmente las tareas necesarias para la realización de sus actividades de aprendizaje, cumpliendo con los plazos establecidos de entrega de actividades
	RA2	Es consciente de que puede utilizar estrategias para mejorar la gestión del tiempo
	RA3	Es capaz de establecer prioridades y seleccionar materiales en la realización de las tareas en función de las demandas del programa de estudio
CG04	Capacidad de gestionar información proveniente de fuentes diversas	
	RA1	Conoce, sintetiza y utiliza adecuadamente una diversidad de recursos bibliográficos y documentales, manejándose con soltura en la biblioteca tradicional y electrónica.
CG05	Conocimientos generales básicos sobre el área de estudio	
	RA1	Identifica, define y explora las problemáticas concretas del área de estudio de manera lógica y coherente dentro de un marco analítico adecuado
CG10	Capacidad de liderazgo y trabajo en equipo	
	RA1	Participa de forma activa en el trabajo de grupo compartiendo información, conocimientos y experiencias
	RA2	Desarrolla su capacidad de liderazgo y no rechaza su ejercicio
	RA3	Desarrolla estrategias y tácticas para hacer que se incorporen todos los miembros del equipo, tratando siempre de alcanzar acuerdos y objetivos comunes
CG11	Capacidad crítica y autocrítica	



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	RA1	Identifica, define y explora problemáticas de manera lógica y coherente dentro de un marco analítico adecuado
	RA2	Es capaz de evaluar el trabajo propio y el de los demás
	RA3	Es capaz de desglosar en partes los problemas complejos, estableciendo relaciones causa efecto
ESPECÍFICAS		
CE03	Comprensión de los fundamentos de la dirección y la gestión empresarial y capacitación del alumno para analizar la problemática empresarial a través de las funciones directivas	
	RA1	Comprende qué es una empresa, cuál es su razón de ser y qué papel desempeña en la sociedad
	RA2	Identificar y valorar críticamente prácticas de dirección y gestión empresarial significativas en casos reales
	RA3	Identificar y responder a los distintos factores del entorno que afectan a la empresa
CE15	Conocimiento y comprensión de la contabilidad como sistema de información de la situación económico-financiera de la empresa así como de sus resultados	
	RA1	Sabe hacer un balance de situación y una cuenta de pérdidas y ganancias sencillos y aplica herramientas básicas de análisis
	RA2	Conoce el lenguaje y los instrumentos contables necesarios para la representación de los hechos económicos
	RA3	Conoce la normativa contable vigente y comprende la necesidad de su armonización internacional.
CE22	Conocimiento de los conceptos y actividades encuadradas en la función de Marketing	
	RA1	Es capaz de encuadrar el marketing como una función empresarial
	RA2	Es capaz de definir en qué consiste la orientación al mercado
	RA3	Identifica y describe los conceptos fundamentales del marketing



THEMATIC BLOCKS AND CONTENTS

Contents - Thematic Blocks

Topic 1. The Marketing Function

Topic 2. The Market

Topic 3. Product

Topic 4. Price

Topic 5. Distribution

Topic 6. Communication

TEACHING METHODOLOGY

General methodological aspects of the subject

The subject is developed in two ways: The first part focuses on the acquisition of knowledge and skills; the second, focuses on a practical "hands-on" approach, establishing an emotional relationship between the student and the subject, transcending the purely cognitive level to try to get the student to "live marketing."

In this course, the use of both **non-generative AI tools** (such as translators, social listening tools, or platforms for identifying competitors and benchmarking variables) and **generative AI tools** (e.g., Elicit, GPT, Scholar AI, or NotebookLM to support idea generation, Customer Canvas development, market and competitor analysis, segmentation, target market and positioning development, consumer testing, and value proposition creation) is permitted.

Students are expected to use these tools **responsibly and critically**.

This course is classified as **Level 3** on the **Institutional AI Assessment Scale** (Perkins et al., 2024), subject to the conditions outlined below. This means that students may use AI to support specific tasks such as drafting, revising, and evaluating their work, provided that they:

- critically evaluate and appropriately revise any AI-generated content; and
- fully document how AI was used in the completion of their work.

Unrestricted or uncritical use of AI is **not permitted**. Students are expected to demonstrate critical thinking and independent judgment to ensure both academic integrity and meaningful learning.

- **For non-generative AI tools**, students must specify:
 - which tools were used;
 - which sections of the assignment they were used for; and
 - the keywords employed, where applicable.
- **For generative AI tools**, students must specify:
 - the tools used;
 - the prompts or instructions provided; and
 - the specific sections of the assignment in which the tools were used.

For **group assignments** and **pair presentations** in which AI has been used, students must include a subsection entitled **"What AI Could**



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Not Do", addressing the following questions:

- What value was created by the human team members, and what value was generated by AI?
- What specific elements did you change, omit, or add compared with the AI-generated version?
- Identify and reflect on the aspect(s) of the project that AI could never have completed—and explain why these required your own knowledge, judgment, or creativity.

For further reflection on this topic, see:

Loaiza, I., & Rigobon, R. (2024). *The EPOCH of AI: Human–Machine Complementarities at Work*. SSRN Working Paper No. 5028371.

Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=5028371

In-class Methodology: Activities

In - Class methodology:

1. **Lectures**
2. **Group assignments in-class workshops.**
3. **Oral presentations.**
4. **Complementary Activities**
5. **Tutorials**
6. **Assessment quizzes and final exam**



Non-Presential Methodology: Activities

Non-Presential Methodology:

1. Reading lecture material before class
2. Reading extra materials
3. Personal study
4. Self assessment tests
5. Individual assignments development
6. Individual study and preparation for complementary activities / assignments

SUMMARY STUDENT WORKING HOURS

CLASSROOM HOURS		
Lecciones de carácter expositivo	Trabajos monográficos y de investigación, individuales o colectivos	Ejercicios y resolución de casos y de problemas
32.00	24.00	4.00
NON-PRESENTIAL HOURS		
Trabajos monográficos y de investigación, individuales o colectivos	Ejercicios y resolución de casos y de problemas	Estudio individual y/o en grupo y lectura organizada
38.00	22.00	30.00
ECTS CREDITS: 6,0 (150,00 hours)		

EVALUATION AND CRITERIA

The use of AI to produce full assignments or substantial parts thereof, without proper citation of the source or tool used, or without explicit permission in the assignment instructions, will be considered plagiarism and therefore subject to the University's General Regulations.

Evaluation activities	Evaluation criteria	Weight
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EXAM of contents with theoretical and theoretical-practical questions. Mid term quiz: 10%. Final exam: 40% The quiz may be taken on paper or via Moodle; in the latter case, the screen lock feature can be enabled through Respondus (Safe Exam Browser), and it is the student's responsibility to ensure that this feature is enabled on the device they use to take the exam. For the final written exam, the instructor reserves the right to call up to 5 students to defend their answers orally immediately after the written exam.	Knowledge Complete and correct answer, adapted to the question as it is posed, taking into account even if the examples would be appropriate	50 %
Supervised/directed TEAM ASSIGNMENTS to be done in /outside the classroom and in groups throughout the term	Once the product / brand has been chosen by each group, assignments will be evaluated as per the answers provided for each issue / question posed taking into account: application of necessary knowledge, documentation, analysis, presentation, written and graphic expression, etc.	25
INDIVIDUAL ASSIGNMENT: Activities: search, comment and exposition of either a "WOW experience/moment" or of a New item provided either by the student or the lecturer	Selection of News or WOW experiences/moments that are current and interesting, current and relevant, as well as original. Relation/linkage with the topic seen in class and development of the concept explained. Presentation of personal ideas, reflections and critical contributions. Presentation in class. Ability to generate debate and comments. Adequate compliance with deadlines.	15 %



CLASS CONTRIBUTION, involvement and interest of the student in all activities related to the development of the course	Regular attendance Classroom behavior Proactive participation in any activity done in the classroom Participation in dynamics and cases Attendance to team assignment workshops Searching and bringing to class examples of brands with good practices on issues under study	10
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Ratings

To be eligible to take the **final content exam** in the **ordinary examination period**, students must have completed all other assessment activities, unless they have been granted an official exemption from class attendance.

Students must pass **each component of the course separately** with a minimum grade of **5.0/10** in order for the weighted average to be calculated. Specifically:

- The **final exam** must be passed with a minimum grade of **5.0**.
- The average grade for the remaining assessment activities must also be at least **5.0**, distributed as follows:
 - Quiz: **10%**
 - Directed Assignments: **25%**
 - Activities: **15%**
 - Student Participation: **10%**

Attendance is considered essential. Therefore, in accordance with University regulations, if the instructor verifies that a student has been absent from **one-third or more of the classes**, and this is established sufficiently in advance of the ordinary examination period, the student will be informed that they have lost the right to take the ordinary examination. The instructor will also notify the Dean. The student's record for the ordinary examination period will be recorded as **"Absent" (R.G. 93.3.)**.

If a student does not pass the course in the **ordinary examination period**, the following rules apply:

1. **The student has failed the course content (final exam) but has achieved satisfactory performance in both the Directed Assignments and the Activities:**
 - The student must retake the final exam during the **extraordinary examination period**.
 - The grades obtained for the components already passed will be retained, and the same assessment weightings will apply.



2. The student has passed the course content (final exam) but has not achieved satisfactory performance in the Directed Assignments and/or the Activities:

- The student must complete the Directed Assignments and/or the Activities again (equivalent to **60 hours of independent work for each failed practical component**) and attend a tutorial meeting every two weeks until the date of the extraordinary examination.
- The grades obtained for the components already passed will be retained, and the final grade for the extraordinary examination period will be calculated using the established weightings.

3. The student has failed both the course content (final exam) and the Directed Assignments and Activities:

- The student must retake the final exam during the extraordinary examination period and complete a **special practical work plan** (prepared in advance by the teaching staff and equivalent to **120 hours of independent work** covering both failed practical components). This work must be submitted on or before the date scheduled for the extraordinary examination, as agreed with the instructor.

In all of the above cases, the grade recorded in the official records for the ordinary examination period will be the grade corresponding to the component that was not passed.

Students taking the course for the **third examination attempt** must re-enrol in and complete the entire course. The syllabus applicable to each examination attempt will be the one in force during the corresponding academic year.

However, only for students who are in this situation and who have actually attended the course, they may choose either:

- to take a final theory examination and submit a special practical work plan; or
- to take only the final theory examination.

Exchange Students

Exchange students (incoming students from another university) who must return to their home institution before the end of the semester are required to take the final exam during their **last week on campus**. All other assessment components are governed by the same regulations as those for regular students.

Note: Students enrolled in the **E-4 programme** are **not** considered exchange students for the purposes of this regulation.

WORK PLAN AND SCHEDULE

Activities	Date of realization	Delivery date
TEAM ASSIGNM. #1 Marketing Function &Market	Week 4	Week 4
TEAM ASSIGNM. #2 Product & Price	Week 7	Week 7



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TEAM ASSIGNM. #3 Distribution & Communication

Week 10

Week 10

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Book: KOTLER, Philip y AMSTRONG, Gary (2018): Principios de Marketing, 17ª edición, Pearson Educación, S.A., Madrid

Internet: Marketing News, MarketingDirecto, Anuncios, Reason Why, Distribución Actualidad, CanalDis, Puro Marketing, Alimarket, Brandchannel

Other materials:

Harvard Business Publishing. Core curriculum. CreatingCustomer value. Gupta, Suri (2019)

Osterwalder, A., Pigneur, Y., Bernarda, G., & Smith, A. (2015). Value proposition design: How to create products and services customers want. John Wiley & Sons

Moodle materials

Complementary Bibliography

Kotler, P., Kartajaya, H. y Setiawan, I. (2026). *Marketing 7.0: A guide for thinking marketers in the age of AI*. Wiley.

Kotler, Keller, Brady, Goodman y Hansen, Marketing Management, 4th European Edition, Pearson Education

Kotler, P., Kartajaya, H., y Setiawan, I., Marketing 5.0: Tecnología para la Humanidad, Ed. Almuzara, Madrid 2021

In compliance with current regulations on the **protection of personal data**, we would like to inform you that you may consult the aspects related to privacy and data [that you have accepted on your registration form](#) by entering this website and clicking on "download"

<https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02E4557CAA66F4A81663AD10CED66792>