

**COMILLAS**

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

GUÍA DOCENTE**2026 - 2027****FICHA TÉCNICA DE LA ASIGNATURA**

Datos de la asignatura	
Nombre completo	Introduction to Marketing
Código	E000006038
Cuatrimestre	Semestral
Créditos	6,0 ECTS
Carácter	Business in Spain
Departamento / Área	Departamento de Marketing
Responsable	Aranca Larrañaga Muguerza
Horario	2 sessions of 2 hours each throughout the week
Descriptor	The Marketing Function. Market. Product. Price. Place/Distribution. Promotion/Communications

Datos del profesorado	
Profesor	
Nombre	Andrea Hernández Valderrama
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Profesor	
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Departamento / Área	Departamento de Marketing
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
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.
Prerrequisitos
None.



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Competencias - Objetivos

Competencias

- **CG01 – Analytical and Synthesis Skills**
 - **LO1:** Identifies the variables of a problem and relates them to the concepts covered in class.
 - **LO2:** Is able to summarize and organize information using appropriate concepts.
- **CG02 – Problem Solving and Decision-Making**
 - **LO1:** Is able to summarize and organize information using appropriate concepts.
 - **LO2:** Identifies and schedules the tasks required to complete learning activities, meeting established deadlines.
 - **LO3:** Is able to set priorities and select appropriate resources when completing tasks in accordance with course requirements.
- **CG03 – Organizational and Planning Skills**
 - **LO1:** Identifies and schedules the tasks required to complete learning activities, meeting established deadlines.
 - **LO2:** Recognizes and applies strategies to improve time management.
 - **LO3:** Is able to set priorities and select appropriate resources when completing tasks in accordance with course requirements.
- **CG04 – Ability to Manage Information from Diverse Sources**
 - **LO1:** Identifies, synthesizes, and appropriately uses a variety of bibliographic and documentary resources, demonstrating proficiency in both traditional and electronic library resources.
- **CG05 – General Knowledge of the Field of Study**
 - **LO1:** Identifies, defines, and explores specific issues within the field of study in a logical and coherent manner using an appropriate analytical framework.
- **CG10 – Leadership and Teamwork Skills**
 - **LO1:** Actively participates in group work by sharing information, knowledge, and experience.
 - **LO2:** Develops leadership skills and is willing to assume leadership responsibilities.
 - **LO3:** Develops strategies and approaches to ensure the participation of all team members while working toward shared agreements and common objectives.
- **CG11 – Critical Thinking and Self-Criticism**
 - **LO1:** Identifies, defines, and explores issues in a logical and coherent manner within an appropriate analytical framework.
 - **LO2:** Is able to evaluate both their own work and the work of others.
 - **LO3:** Is able to break down complex problems into their component parts and establish cause-and-effect relationships.

Specific Competencies

- **SC22 – Knowledge of Marketing Concepts and Activities**
 - **LO1:** Understands marketing as a core business function.
 - **LO2:** Is able to define the concept of market orientation.
 - **LO3:** Identifies and explains the fundamental concepts of marketing.



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BLOQUES TEMÁTICOS Y CONTENIDOS

Contenidos – Bloques Temáticos

Topic 1. The Marketing Function

Topic 2. The Market

Topic 3. Product

Topic 4. Price

Topic 5. Distribution

Topic 6. Communication

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

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 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

Metodología Presencial: Actividades

In - Class methodology : Activities

- Lectures
- Group assignments in-class workshops.
- Oral presentations.
- Complementary Activities
- Tutorials
- Assessment quizzes and final exam

Metodología No presencial: Actividades

Outside classroom activities

- Reading lecture material before class
- Reading extra materials
- Personal study
- Self assessment tests
- Individual assignments development
- Individual study and preparation for complementary activities / assignments

RESUMEN HORAS DE TRABAJO DEL ALUMNO

CLASS-BASED ACTIVITIES		
Lectures	Monographic and research works, individual or collective	Hands-on activities and problems
32,00	24,00	4,00
OUTSIDE THE CLASSROOM		



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Monographic and research works, individual or collective	Hands-on activities and problems	Individual / in group study and reading
38,00	22,00	30,00
ECTS CREDITS: 6,0 (150,00 hours)		

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

Assessment activities	CRITERIA	IMPORTANCE
EXAM of contents with theoretical and theoretical-practical questions	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: Search and comment on news related to "any" content of the 6 topics that make up the program (News or WOW moment)	Interest and relevance of the topics. Analytical thinking and ability to link the piece of news to the topics seen in class. Ability to put into practice student's marketing knowledge in their analysis. Ability to apply the knowledge acquired.	15 %



CLASS CONTRIBUTION, involvement and interest of the student in all activities related to the development of the course	Regular attendance 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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Calificaciones

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**.

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-enroll 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.

PLAN DE TRABAJO Y CRONOGRAMA

Actividades	Fecha de realización	Fecha de entrega
Team assignment 1: The market	Week 6	Week 6
Team assignment 2: Product & Price	Week 10	Week 10
Team assignment 3: Placement and Communication	Week 13	Week 13

BIBLIOGRAFÍA Y RECURSOS

Bibliografía Básica

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

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

Harvard Business Publishing. Core curriculum. Creating customer 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

Materials uploaded in Moodle



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Bibliografía Complementaria

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