



COMILLAS

UNIVERSIDAD PONTIFICIA

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CIHS

Syllabus
2025 - 2026

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 Administración y Dirección de Empresas (E-2) [Second year] Grado en Administración y Dirección de Empresas y Grado en Derecho [Second year] Grado en Administración y Dirección de Empresas y Grado en Derecho [Second year] Grado en Administración y Dirección de Empresas con Mención en Internacional (E-4) [Second year] Grado en Administración y Dirección de Empresas y Grado en Relaciones Internacionales [Second year] Grado en Administración y Dirección de Empresas (E-2) - en inglés [Second year] Grado en Administración y Dirección de Empresas y Grado en Análisis de Negocios/Business Analytics [Second year] Grado en Admin. y Dirección de Emp. y Grado en Análisis de Negocios/Bachelor in Business Analytics [Second year] Grado en Ingeniería en Tecnologías Industriales y Grado en Administración y Dirección de Empresas [Fourth year] Grado en Psicología y Grado en Administración y Dirección de Empresas [Second year]
Level	Reglada Grado Europeo
Quarter	Semestral
Credits	6,0 ECTS
Type	Básico
Department	Departamento de Marketing
Coordinator	M ^a Olga Bocigas Solar
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	
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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



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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	
	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



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	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	
	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."

USE OF AI

In this course, the use of both non-generative AI tools (such as translators, social listening tools, or platforms for identifying competitors and benchmark variables) and generative AI tools (e.g., Elicit, GPT, Scholar AI, or LMNotebook to support the analysis of the general and specific environment, understanding the market and competition, developing segmentation, targeting, and positioning, future product/brand decisions, and proposing new communication actions). Responsible and critical use is encouraged.

The course is classified as Level 3 permission, with special conditions, according to the institutional AI Assessment Scale (Perkins et al., 2024). This means that students may use AI to collaborate on specific tasks such as writing, reviewing, and evaluating their work, provided that:

- they critically evaluate and modify any AI-generated content, and
- they document their use of AI in detail.

Uncontrolled use is not permitted. Students must demonstrate critical thinking to ensure academic integrity and their own learning.

- For the use of non-generative AI, students must indicate: which tools they used, in which parts of the work, and the keywords used (if applicable).
- For the use of generative AI, they must specify: the tools used, the prompts or instructions given, and the specific sections of the work where these tools were applied.

In-class Methodology: Activities

In - Class methodology:

1. Lectures



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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

NON-PRESENTIAL 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
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: Activities: search, comment and exposition of either a "WOW experience/moment" or of a New item	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.	15 %



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	Adequate compliance with deadlines.	
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 %

Ratings

To be able to take the final exam in the ordinary call, all the assessment items must have been previously done.

It is imperative that the student passes each item / part separately to be able to do the weighted average [50% Exams + 20% Team Assignment + 20% Individual Assignment + 10% Class Contribution].

The student will not pass the January Exams session (ordinary session) if:

a. The student has not passed the Content block, but has a sufficient overall performance in both the Team Assignment and the Individual Assignment: In this case the student will retake the exam in July (Extraordinary exams period) and the grade and percentages obtained in the other two blocks will be maintained.

b. The student has passed the exam but his performance in the Plan Project or/and the Individual Assignment has been insufficient: In this case the student will repeat them and therefore will have a Special Assignment Plan designed by the teacher (equivalent to 60 hours of individual work for any of the not passed assignments) and will attend a tutorial session every fortnight prior to the exam period in July. The grade/s obtained in the other blocks will be maintained and taken in the account



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to form the final grade in the July exams session.

c. **The student has not passed either the exam or the Plan Project / Individual Assignment:** In this case the student will retake the exam in July (extraordinary exams period) as well as the Special Assignment Plan for each block designed by the professor (equivalent to a total of 120 hours of individual work for the not-passed blocks). The Assignments due will be handed in on the Extraordinary session exam's date or when defined by Professor.

In all 3 cases, the grade appearing in the official reports of the January or, if applicable, May Exams period will be the lowest grade.

Students in third call must take the complete course again as per the academic program of current academic year.

However, and only for those students who have actually attended the course, they could choose either to take a final theory exam and submit a special assignment defined by the professor or only to take a final theory exam.

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WORK PLAN AND SCHEDULE



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Activities	Date of realization	Delivery date
TEAM ASSIGNM. #1 Marketing Function &Market	Week 4	Week 4
TEAM ASSIGNM. #2 Product	Week 7	Week 7
TEAM ASSIGNM. #3 Price & Distribution	Week 10	Week 10
TEAM ASSIGNM. #4 Communications	Week 13	Week 13
Activity 1	Week 5	Week 5
Activity 2	Week 8	Week 8
Activity 3	Week 11	Week 11
Activity 4	Week 14	Week 14

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Text Books

KOTLER, Philip y AMSTRONG, Gary(2017): Fundamentos de Marketing, 13ªedición, Pearson

Educación de México,S.A. de C. V.

Websites

Marketing News, Marketing Directo, Anuncios, Reason Why, Distribución Actualidad, CanalDis, Puro Marketing, Alimarket, Brandchannel



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Other resources: slides available in Moodleroom

Complementary Bibliography

Books

KOTLER, Philip y AMSTRONG, Gary (2018): Principles of Marketing 17th. Edition, Pearson

KOTLER, P. y KELLER, K. L. (2016), Marketing Management, 15th. Edition, Pearson

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"

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