

COURSE INFORMATION SHEET

Course Information	
Course Title	Marketing Fundamentals
Code	
Degree	Master in Marketing
Year	
Semester	1 st
ECTS Credits	5
Type	Elective
Department	Marketing
Field	
University	Pontificia Comillas
Hours/week	8 hours/week
Teachers	Irene Vilà
Descriptor	

Lecturers Information	
Lecturer	
Name	Irene Vilà
Department	Marketing
Field	
Office	
e-mail	ivila@icade.comillas.edu
Phone number	
Tutorial Hours	To be arranged in class or upon e-mail request

DETAILED INFORMATION ABOUT THE COURSE

Context of the course
Contribution to the professional profile of the degree
<p>Fundamentals of Marketing introduces you to the basic concepts of marketing in order to acquire the knowledge that you will need for more advanced marketing courses. The course covers the understanding of consumers and the market place, the main qualitative and quantitative techniques in marketing research, how to prepare the marketing strategy and the four Ps of the marketing mix: product (and brands), price, place and promotion.</p>

Objectives

The objective of the course is to provide the students with the concepts and tools required to prepare a marketing plan.

Prerequisites

None

THEMATIC UNITS AND CONTENT

Content – Thematic Units

PART 1: INTRODUCTION TO MARKETING

1. What is marketing?

PART 2: UNDERSTANDING CONSUMERS AND THE MARKET PLACE

2. The marketing environment
3. In consumers' minds: marketing research

PART 3: MARKETING STRATEGY

4. Designing a customer-driven marketing strategy

PART 4: THE MARKETING MIX

5. Products, services and brands
6. Pricing considerations
7. Marketing channels
8. Communicating customer value

Skills

Generic skills of degree programme

CFCE1 Knows and understands the main concepts and tools used in marketing management

RA1 Knows marketing paradigms and understands their implications in decision making.

RA 2. Correct application of recommendations for effective decision making in product, pricing, distribution and communication, deciding in each case the information needed and how to obtain it.

RA3. Offers an integrated and interconnected vision of main decisions in marketing.

CFCE2. Use of professional tools to improve intellectual work, individually and team working.

RA1. Usage of IT to communicate effectively the ideas.

RA2. Application of data analysis tools.

RA3. Ability to use tools for project and team management.

CFCE3. Understands and uses statistical concepts for information analysis: identification of relevant variables, codification and systematic presentation of data.

RA1. Deduction of statistical relevant information from data analysis.

RA2. Correct analysis and interpretation of relationships among variables.

Skills specific to the sub-field of knowledge

Furthermore, course scope is oriented to have students achieve:

CE1. The capacity to define marketing strategies consistent with business strategies and goals:

RA1. Explaining the relationship among the company subsystems and understanding the marketing role in firms.

RA2. Knowledge of the marketing plan stages.

RA3. Defining marketing-mix strategies consistent and appropriate to each situation

RA4. Knowledge of the marketing research process

RA5. Understanding the qualitative and quantitative techniques to use in a marketing research project

TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course

The course main objective is to enable students to apply the basic marketing concepts and tools to specific business situations.

The teacher will provide the relevant documentation, which students are **REQUIRED TO READ BEFORE EACH LECTURE**. During the class, students will work to solve problems and debate issues related to the theory covered.

Class-based activities

AF1. Lectures
AF3. Case study work
AF3. Oral presentations

Skills

CGP1
CGI1, CGS1, CGS2, CGS3
CGP1, CGP2

Out of class activities

AF4. Individual research
AF5. Book and paper reading
AF6. Group work

Skills

CE1, CE2, CE3
CE1, CE2,
CGI2, CGP1, CGP2, CGS1,
CGS2, CGS3

ASSESSMENTS AND ASSESSMENT CRITERIA

Assessment activities*	CRITERIA	Weight
Test	To measure understanding of fundamental ideas and knowledge	20%
Group assignment	Rubric	60%
Workshops and individual assignment	Involvement, correct answers	20%
If you fail the course	CRITERIA	Weight
Test	To measure understanding of fundamental ideas and knowledge	50%
Individual assignment	Rubric	50%

* If the student fails any assessment concept, he/she will have the change to repeat the work. The deadline will be the week marked as re-sit period in the academic calendar.

Students on dispensation will have to agree on a project task with the teacher in order to pass the course.

SUMMARY OF STUDENT WORKLOAD			
CONTACT HOURS			
LECTURES	ACTIVITY BASED CLASSES		TESTS
14	10		1
OUT OF THE CLASSROOM			
INDEPENDENT STUDY	INDEPENDENT WORK	GROUP WORK	STUDY
15	15	20	10
CREDITS ECTS:			5

RESOURCES

Basic Bibliography
Books
Kotler, P. & Armstrong, G., <i>Principles of Marketing</i> , PEARSON, 2015.
Malhotra, N. K.; <i>Marketing Research: an applied orientation</i> , PEARSON, 6 th edition.
Slides and additional course materials
They will be provided during the course
Complementary Bibliography
Books
Kotler, P. & Keller, K.L., <i>Marketing Management</i> , PEARSON, 2 nd edition.
Solomon, M. R. et al., <i>Consumer Behaviour</i> , PRENTICE-HALL, 4 th edition.