



## FICHA TÉCNICA DE LA ASIGNATURA

<b>Datos de la asignatura</b>	
<b>Nombre completo</b>	Introduction to Marketing
<b>Código</b>	E000006038
<b>Nivel</b>	Intercambio
<b>Cuatrimestre</b>	Semestral
<b>Créditos</b>	6,0 ECTS
<b>Carácter</b>	Business in Spain
<b>Departamento / Área</b>	Departamento de Marketing
<b>Responsable</b>	Marta Herrera González
<b>Horario</b>	Martes y Jueves 12.00-14.00
<b>Horario de tutorías</b>	Martes 14.00-15.00hs

<b>Datos del profesorado</b>	
<b>Profesor</b>	
<b>Nombre</b>	Marta Herrera González
<b>Departamento / Área</b>	Departamento de Marketing
<b>Correo electrónico</b>	mhgonzalez@icade.comillas.edu

## DATOS ESPECÍFICOS DE LA ASIGNATURA

<b>Contextualización de la asignatura</b>
<b>Aportación al perfil profesional de la titulación</b>
<p>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.</p>
<b>Prerequisitos</b>
None

## Competencias - Objetivos



## **BLOQUES TEMÁTICOS Y CONTENIDOS**

<b>Contenidos – Bloques Temáticos</b>
<b>Content – Thematic Units</b>
<b>Topic 1</b>
The Marketing Function
<b>Topic 2</b>
The Market
<b>Topic 3</b>
Product
<b>Topic 4</b>
Price
<b>Topic 5</b>
Distribution
<b>Topic 6</b>
Communications

## **METODOLOGÍA DOCENTE**

### **Aspectos metodológicos generales de la asignatura**

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 - Class methodology :**

**Activities**

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

**Outside classroom activities**

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

**RESUMEN HORAS DE TRABAJO DEL ALUMNO**

<b>CLASS-BASED ACTIVITIES</b>		
Lectures	Monographic and research works, individual or collective	Hands-on activities and problems
32,00	24,00	4,00
<b>OUTSIDE THE CLASSROOM</b>		
Monographic and research works, individual or collective	Hands-on activities and problems	Individual / in group study and reading
38,00	22,00	30,00
<b>ECTS CREDITS: 6,0 (150,00 hours)</b>		



**EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN**

<b>Assessment activities</b>	<b>CRITERIA</b>	<b>IMPORTANCE</b>
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 %



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<p>INDIVIDUAL ASSIGNMENT:</p> <p>Search and comment on news related to "any" content of the 6 topics that make up the program (Blog / News assignment / Video)</p>	<p>Interest and relevance of the topics.</p> <p>Analytical thinking and ability to link the piece of news to the topics seen in class.</p> <p>Ability to put into practice student's marketing knowledge in their analysis.</p> <p>Ability to apply the knowledge acquired.</p>	<p>15 %</p>
<p>CLASS CONTRIBUTION, involvement and interest of the student in all activities related to the development of the course</p>	<p>Regular attendance</p> <p>Proactive participation in any activity done in the classroom</p> <p>Participation in dynamics and cases</p> <p>Attendance to team assignment workshops</p> <p>Searching and bringing to class examples of brands with good practices on issues under study</p>	<p>10 %</p>

**Calificaciones**

**To be able to take the final exam in the ordinary session, 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 + 25% Team Assignment + 15% 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 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 official reports for the January Exams period will be the lowest one.**

**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 opt to take a final exam and the presentation of a special assignment defined by the Professor.**

## **BIBLIOGRAFÍA Y RECURSOS**

### **Bibliografía Básica**

#### *Text Books*

**KOTLER, Philip y AMSTRONG, Gary (2017): Fundamentos de Marketing, 13ª edición, Pearson Educación de México, S.A. de C. V.**

#### *Websites*

**Marketing News, Marketing Directo, Anuncios, Distribución y Actualidad, CanalDis, Puro**

**Marketing, Alimarket, Brandchannel**

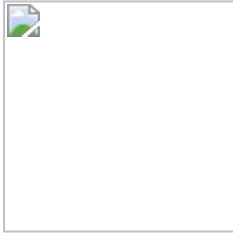
#### *Other resources*

**Topic slides, available in Moodlerooms.**

### **Bibliografía Complementaria**

#### *Books*

**KOTLER, Philip y AMSTRONG, Gary (2018): Principles of Marketing 17<sup>th</sup>. Edition, Pearson**



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**KOTLER, P. y KELLER, K. L. (2016), Marketing Management, 15<sup>th</sup>. Edition , Pearson**