



## 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	M <sup>a</sup> Olga Bocigas Solar
Horario	2 sessions of 2 hours each throughout the week
Descriptor	The Marketing Function. Market. Product. Price. Place/Distribution. Promotion/Communications

Datos del profesorado	
<b>Profesor</b>	
Nombre	María Olga Bocigas Solar
Departamento / Área	Departamento de Marketing
Despacho	Alberto Aguilera 23 [OD-234]
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Teléfono	2253
<b>Profesor</b>	
Nombre	Andrea Hernández Valderrama
Departamento / Área	Departamento de Marketing
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## DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
<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>Prerrequisitos</b>
None.



## Competencias - Objetivos

## 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

#### Metodología Presencial: Actividades

##### 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

#### Metodología No presencial: Actividades

##### 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



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		
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

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	Interest and relevance of the topics.  Analytical thinking and ability to link the	



"any" content of the 6 topics that make up the program (News or WOW moment)	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 %

## 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 May Exams session (ordinary session) if:**

- 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 final exam and the grade and percentages obtained in the other two blocks will be maintained.**
- 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) . The grade/s obtained in the other blocks will be maintained and taken in the account to form the final grade.**
- The student has not passed either the exam or the Plan Project / Individual Assignment: In this case the student will retake the final exam 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 final review's date when defined by Professor.**

**Students who do not pass this subject in the May exams will have another opportunity to retake the exam or the final review at our Faculty before returning to their home university.**

## BIBLIOGRAFÍA Y RECURSOS



# COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

GUÍA DOCENTE

2024 - 2025

## 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, Reason Why, Distribución 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 17th. Edition, Pearson**

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