

## COURSE INFORMATION SHEET

<b>Course Information</b>	
Course Title	Introduction to Marketing
Code	
Degree	Degree in Business Administration – Exchange Programme for International Students
Year	
Semester	1 <sup>st</sup> / 2 <sup>nd</sup>
ECTS Credits	6
Type	Optional
Department	Marketing
Field	Marketing
University	Pontificia Comillas
Hours/week	4 hours/week
Teachers	Marta Herrera González
Descriptor	

<b>Lecturers Information</b>	
<b>Lecturer</b>	
Name	Marta Herrera González
Department	Marketing
Field	Marketing and Marketing Research
Office	-
e-mail	mhgonzalez@comillas.edu
Phone number	-
Tutorial Hours	1 hour/week

## DETAILED INFORMATION ABOUT THE COURSE

<b>Context of the course</b>
<b>Contribution to the professional profile of the degree</b>
<p>This Introduction to Marketing Programme introduces students to one of the four traditional areas of business (Finance, Production, Human Resources and Marketing) providing an introductory overview of it. 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> <p>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 and analyse business decisions. The course also aims to improve familiarity with current challenges and issues in marketing and to lay the foundations for students wishing specialisation in marketing.</p>

<b>Prerequisites</b>
None

<b>Skills - Objectives</b>
<b>Generic skills of degree programme</b>
<b>Instrumental Skills</b>
CGI 1. Analytical capacity and ability to synthesise CGI 2. Problem resolution and decision-making ability CGI3 Ability to organise and plan CGI 4. Ability to manage information from different sources CGI 7. Oral and written communication skills
<b>Interpersonal Skills</b>
CGP 9. Interpersonal skills: listening, debating and negotiating CGP 10. Team working skills CGP 11. Critical capability CGP12. Ethics CGP13. Recognition of, and respect for, diversity and multiculturalism
<b>Systemic Skills</b>
CGS14 Capacity to learn and work independently CGS18 Initiative and entrepreneurship spirit
<b>Skills specific to the sub-field of knowledge</b>
<b>Learning outcomes (intellectual skills)</b>
CE74.1 Know and understand the basic theories and concepts of marketing
<b>Learning outcomes (practical skills)</b>
Designing a Marketing Plan
<b>Learning outcomes (attitudinal)</b>
CE75 Improve familiarity with current challenges and issues in marketing and use marketing concepts to make business decisions

## THEMATIC UNITS AND CONTENT

<b>Content – Thematic Units</b>
<b>Topic 1: UNDERSTANDING MARKETING</b>
<ol style="list-style-type: none"> <li>1. Introduction to the concept of marketing – different approaches to the concept</li> <li>2. The marketing function within business management</li> <li>3. Marketing, as an organizational function</li> <li>4. The elements of the marketing-mix. Scanning the environment</li> </ol>
<b>Topic 2: CONNECTING WITH CUSTOMERS – The Market</b>
<ol style="list-style-type: none"> <li>1. Market, the concept</li> <li>2. Types of markets</li> <li>3. Consumer behaviour</li> <li>4. Segmentation process</li> </ol>
<b>Topic 3: BUILDING STRONG BRANDS – The Product</b>
<ol style="list-style-type: none"> <li>1. 1. Definition of product and product classification</li> <li>2. The product life cycle PLC</li> <li>3. Product attributes</li> <li>4. Product evaluation and positioning</li> </ol> <p>Basic product strategies</p>
<b>Topic 4: Price</b>
<ol style="list-style-type: none"> <li>1. Understanding prices</li> <li>2. Consumer psychology and pricing</li> <li>3. Steps in setting prices</li> </ol>
<b>Topic 5: DELIVERING VALUE</b>

<ol style="list-style-type: none"> <li>1. Marketing channels</li> <li>2. Marketing channels, classification</li> <li>3. Logistics</li> <li>4. Relationships and Partnerships: producer - distributor</li> </ol>
<b>Topic 6: COMUNICATING VALUE</b>
<ol style="list-style-type: none"> <li>2. The role of marketing communications</li> <li>3. The communication process</li> <li>4. Designing and integrated communication program</li> <li>5. Advertising</li> <li>6. Promotions</li> <li>7. Public Relations</li> <li>8. Personal selling</li> </ol>

## TEACHING APPROACH AND STRATEGIES

### General learning and teaching approach of the course

The subject is developed in two ways: The first part focuses on the acquisition of knowledge and skills; the second, focuses on establishing an emotional relationship between the student and the subject, transcending the purely cognitive level to try to get the student to "live marketing."

The methodology of the course is based on interactive classes. The teacher will provide the theoretical framework and tools for its practical implementation. You will find the outlines in the course website. Use these outlines to prepare yourselves for the next class. We will not cover the full book and the outlines will guide the students to prepare and study the key points that will be discussed in lectures. Lectures are designed to be interactive. Students should read the text chapters in advance. In addition, they are strongly encouraged to read the news and to share their ideas and thoughts with the class.

An effective way to help students learn about marketing management is the actual implementation of a marketing plan for a product or service. A project is designed to accomplish such a task. The class will be divided into groups and work with a brand. During the semester, each of the elements of the marketing plan, explained in the Lectures, will be due for teacher review through written assignments and oral presentations.

Class-based teaching methods	Skills
<ol style="list-style-type: none"> <li>1. Lectures</li> <li>2. Group assignments</li> <li>3. Public expositions</li> <li>4. Non-compulsory activities</li> <li>5. Exam (multiple choice + Topics to develop)</li> </ol>	CE74.1 CE75 CGI4 CGI6 CGP9 CGP11 CGP12 CGP13 CGS14 CGS18
Outside classroom activities	Skills
<ol style="list-style-type: none"> <li>1. Reading lectures' materials</li> <li>2. Reading and preparing cases and extra materials</li> <li>3. Personal Study</li> <li>4. Self-assessment test</li> <li>5. Individual assignment development</li> </ol>	CE74.1 CE75 CGI1 CGI2 CGI3 CGP10 CGP11 CGP12 CGP13 CGS14 CGS18

CLASS BASED ACTIVITIES							OUTSIDE CLASS ACTIVITIES				
W	h/w	Lecture	Class Exercises	Tutorial	Assessment	Skills	Individual Work	Group Work	Tutorial	Skills	h/w
1	4	2	2				1.5			1	6.5
2	4	3	1				1.5			1.5	7
3	4	2	2				1.5	3.5		1.5	10.5
4	4	3	1				1.5			1.5	7
5	4	2	2				1.5			1.5	7
6	4	3	1				1.5	3.5		1.5	10.5
7	4	2	2				1.5			1.5	7
8	4	3	1				1.5			1.5	7
9	4	2	2				1.5	3.5		1	10
10	4	3	1				1.5			1.5	7
11	4	2	2				1.5			1	6.5
12	4	3	1				1.5	3.5		1.5	10.5
13	4	2	2				1.5			1	6.5
14	4	3	1				1.5			1.5	7
15	4	1	3				1.5	3.5		1	10
<b>Total</b>	<b>60</b>	<b>36</b>	<b>24</b>				<b>22.5</b>	<b>17.5</b>		<b>19.5</b>	<b>120</b>

h/w= hours per week

## ASSESSMENTS AND ASSESSMENT CRITERIA

Assessment activities	CRITERIA	Weight
Multiple-choice test	To measure understanding of fundamental ideas and knowledge. To measure comprehension of main theoretical frameworks	40%
Individual assignment	An assessment template is used	20%
Group assignment	An assessment template is used	20%
ClassContribution		20%

SUMMARY OF STUDENT WORKLOAD			
IN CLASS HOURS			
LECTURES	ACTIVITY BASED CLASSES		WRITTEN TESTS
36	14		
NO CLASS HOURS			
INDEPENDENT STUDY	INDEPENDENT WORK	GROUP WORK	STUDY
15	17.5	17.5	
CRÉDITOS ECTS 6:			100

## BIBLIOGRAPHY Y RESOURCES

Basic Bibliography
<b>Books</b>
<ul style="list-style-type: none"> <li>➤ <b>Marketing Management, 14<sup>th</sup> edition</b>, by Kotler/Keller, Prentice-Hall 2009</li> <li>➤ <b>Marketing Management, 1<sup>st</sup>. edition</b>, European Version by Kotler / Keller / Brady / Goodman / Hansen, Prentice-Hall</li> <li>➤ <b>Stanton, W.J., Marketing Management, 14<sup>th</sup>. edition</b>, Ed. McGraw Hill</li> </ul>
<b>Chapter Books</b>
<b>Articles</b>
<b>Web pages</b>
Marketing News, Marketing Directo, Anuncios, Distribución y Actualidad, CanalDis, Puro Marketing, AdAge, Creativity Online
<b>Transparencies and additional course materials</b>
Accessible via SIFO platform
<b>Complementary Bibliography</b>
<b>Text book</b>
Stanton, W.J. et al, <i>Marketing Management</i> , Last edition, Ed. McGraw Hill,

