



FICHA TÉCNICA DE LA ASIGNATURA

Datos de la asignatura	
Nombre completo	Introduction to Marketing
Código	E000006038
Nivel	Intercambio
Cuatrimestre	Semestral
Créditos	6,0 ECTS
Carácter	Business in Spain
Departamento / Área	Departamento de Marketing

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

DATOS ESPECÍFICOS DE LA ASIGNATURA

Contextualización de la asignatura
Aportación al perfil profesional de la titulación
<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>
Prerequisitos
None

Competencias - Objetivos

BLOQUES TEMÁTICOS Y CONTENIDOS



**GUÍA DOCENTE
2019 - 2020**

METODOLOGÍA DOCENTE

Aspectos metodológicos generales de la asignatura

EVALUACIÓN Y CRITERIOS DE CALIFICACIÓN

BIBLIOGRAFÍA Y RECURSOS



GENERAL INFORMATION ABOUT THE COURSE

Course Information	
Course Title	Introduction to Marketing
Code	E000006038
Title	Degree in Business Administration
Taught in	Grado en Administración y Dirección de Empresas (E-2) [Second Year] Grado en Administración y Dirección de Empresas y Grado en Derecho (E-3 16) [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 (E-6) [Second Year] Grado en Administración y Dirección de Empresas (E-2) - Bilingüe en inglés [Second Year] Grado en Ingeniería en Tecnologías Industriales y Grado en Administración y Dirección de Empresas [Fourth Year] Grado en Ingeniería en Tecnologías de Telecomunicación y Grado en ADE [Third Year]
Level	European Degree
Course length	Term Course
ECTS Credits	6,0
Type	Obligatory (Grade)
Department / Area	Marketing Department
Course Coordinator	María Olga Bocigas Solar
Hours / week	2 sessions of 2 hours each throughout the week
Tutorial hours	2 hours / week (To be determined)
Descriptor	The Marketing Function. Market. Product. Price. Place/Distribution. Promotion/Communications.

Professors information	
Profesor	
Name	Marta Herrera González
Department / Area	Marketing
e-mail	mhgonzalez@icade.comillas.edu



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

COURSE GUIDE

2019 - 2020

DETAILED INFORMATION ABOUT THE COURSE

Context of the Course

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 issues in marketing and lay the foundations for students wishing to take more specialised courses in marketing.



Skills - Objectives

Skills

GENERIC

CG01	Analytical capacity and ability to synthesise	
	RA1	Identify the variables of the problem and relate them to the concepts seen in class
	RA2	Being able to summarize and structure the information using the appropriate concepts
CG02	Problem resolution and decision-making ability	
	RA1	Being able to summarize and structure the information using the appropriate concepts
	RA2	Identifying and organizing those tasks and assignments needed for the learning process and meeting due dates properly
	RA3	Establishing priorities and selecting the right materials when working on the assignments and tasks due, according to the course program
CG03	Ability to organise and plan	
	RA1	Identifying and organizing those tasks and assignments needed for the learning process and meeting due dates properly
	RA2	Implementing strategies to improve time management
	RA3	Establishing priorities and selecting the right materials when working on the assignments and tasks due, according to the course program
CG04	Ability to manage information from diverse sources	
	RA1	Knowing, synthesizing and properly using a diversity of bibliographic and documentary resources, managing with ease traditional and electronic libraries
CG05	General understanding of concepts and fundamentals in Marketing	
	RA1	Identifying, defining and exploring specific problems in a logical and coherent way within a clear framework when analysing areas of study



CG10	Leadership capacity and ability to work in group situations	
	RA1	Actively participating in group work sharing information, knowledge and experiences
	RA2	Developing your own leadership ability as well as enhancing the leadership of other team members
	RA3	Developing strategies and tactics to get all team members involved and trying to reach common agreements and objectives
CG11	Critical thinking and self-critical ability	
	RA1	Identifying, defining and exploring specific problems in a logical and coherent way within a clear framework when analysing areas of study
	RA2	Being able to assess his/her own work as well as others' contribution
	RA3	Being able to break down complex problems into parts, establishing cause – effect relationships
SPECIFIC		
CE22	Knowledge of the concepts and activities framed in the Marketing function	
	RA1	Being able to frame marketing as a business function
	RA2	Being able to define a market focus orientation
	RA3	Identifying and describing the fundamental concepts of Marketing



THEMATIC UNITS AND CONTENT

Content – Thematic Units
Topic 1
The Marketing Function
Topic 2
The Market
Topic 3
Product
Topic 4
Price
Topic 5
Distribution
Topic 6
Communications

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

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

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



TEACHING APPROACH AND STRATEGIES

General learning and teaching approach of the course

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.”

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**



STUDENT WORKLOAD SUMMARY

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
ECTS CREDITS: 6,0 (150,00 hours)		

GRADING RUBRIC

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.	40 %
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 %



<p>INDIVIDUAL ASSIGNMENT: 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>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>20 %</p>

GRADES

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 [40% Exams + 25% Team Assignment + 15% Individual Assignment + 20% 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.**



COMILLAS

UNIVERSIDAD PONTIFICIA

ICAI

ICADE

CIHS

**GUÍA DOCENTE
2018 - 2019**

- 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.