



COURSE INFORMATION SHEET

Course Information	
Course Title	Fundamentals of Marketing
Code	E000008137
Degree	Degree in Law
Year	3rd year
Semester	2nd semester
Credits	3,0 ECTS
Type	Optionnal
Departament	Marketing
Supervisor	María Olga Bocigas Solar
Hours/week	2 hours/week/semester
Descriptor	Presentation of the marketing function and orientations. Market analysis and the STP process. Product policy. Price policy. Distribution. Integrated marketing communication. Insistance on Marketing in a digital environment.

Lecturers information	
Lecturer	
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DATOS ESPECÍFICOS DE LA ASIGNATURA

Context of the course
Contribution to the professional profile of the degree
This course teaches the fundamental concepts and tools of the marketing approach to business and management. Starting with the presentation of the marketing paradigm and the marketing function, this course develops the concept of market and the segmentation and targeting strategies in a global and "big data" context, and then delves into the key variables of decision making from a marketing vantage point: product, price, communication, and distribution. The course continuously stresses on the evolving ICT context.

Skills - Objectives
Skills
GENERIC SKILLS



CG02	Ability to analyze massive data from a variety of sources: text, audio, numerical and image	
	RA1	Search, analysis, synthesis, and use of primary and secondary data from a variety of sources.
	RA2	Fluency with Internet when searching for and processing information, texts and data
	RA3	Identify the value and usefulness of divers sources and types of information.
CG03	Problem solving and decision-making in an environment of, both quantitative and qualitative, massive data	
	RA1	Appropriate and proactive identification and definition of problem and its possible causes
	RA2	Proposal of possible relevant solutions and design action plans for their implementation.
	RA3	Spotting and seeking alternatives to theoretical and practical learning issues.
CG04	Ability to design projects and prepare oral and written reports, disclosing these ideas trough digital channels	
	RA1	Apply the knowledge of the subject to the production of reports, research papers, projects, and any kind of document requiring compliance with academic standards
	RA2	Make out the persuasive character of communication products and design texts and graphs as proactive agents of conviction in a business situation
CG07	Leadership and teamwork abilities in the context of the information society	
	RA1	Participaton in group work by sharing information, knowledge and experience with the concern to contribute consistently
	RA2	Development and no avoidance of leadership
	RA3	Develop strategies and tactics to bring together all team members, always trying to reach agreements and common objectives.
CG08	Criticism and self-criticism ability in the information society	
	RA1	Identify, define, and explore relevant issues in a logical and consistent way refering to an appropriate analytical frame
	RA2	Be able to evaluate other's contribution and self-evaluate one's own work.



	RA3	Be able to separate into parts a complex problem and implement a causal reasoning
CG09	Ethical commitment in the information society	
	RA1	Being honest in the conduct of an academic assignment and not remaining passive when confronted to other's dishonesty
	RA2	Being concerned by the possible consequences of one's own activities and that of one's partners
	RA3	Knowing and applying the basics of a professional ethic
CG11	Ability to learn and work independently in the information society	
	RA1	Realizing one's assignment and activities relying merely on some initial guidelines and a basic follow-up
	RA2	Searching and finding appropriate resources to support one's activities and assignments
	RA3	Amplifying and deepening the performance of one's works
SPECIFIC SKILLS		
CE26	Being aware of, and understanding the basic concepts and tools used in marketing management	
	RA1	Knowing the marketing models and understanding their implications for decision making
	RA2	Appropriate application of the recommendations for effective decision making regarding the product, price, distribution, and commercial communication, selecting the right pieces and sources of information in each case
	RA3	Implementing a comprehensive and mutually consistent vision of main decisions comprising a marketing plan

THEMATIC UNITS AND CONTENTS

Contents – Thematic Units

Topic 1

The Marketing Function



Topic 2
The market
Topic 3
The product
Topic 4
The price
Topic 5
Distribution
Topic 6
Communication

TEACHING APPROACH

General methodological aspects of the course

The course involves two parallel teaching approaches: a first one focused in the transmission of knowledge and know-how; and a second one consisting in practical works and research aiming at fostering the creation of a more emotional relationship between the student and the subject, further the mere cognitive aspect, in order to promote the adoption of a "marketing mindset".

In-class methods: Activities

Lectures	CG09, CE26
Application exercises and workshops	CG03, CG08, CG09, CE26
exams	CG11, CE26
: Actividades	
Preparation of the topics. Readings.	CG02, CG08, CG11
Tutorial group works in and out of class.	CG02, CG03, CG07, CG08, CG09, CG11, CE26
Research of examples for several theoretical models.	CG02, CG08, CG11, CE26
Personal study of the subject	CG08, CG11, CE26



SUMMARY OF STUDENT'S WORKING HOURS

FACE-TO-FACE HOURS		
Lectures	Case-based exercises Short group activities	Workshop and presentations
18.00	6.00	6.00
NON-ATTENDANCE HOURS		
Individual and collective research and design of case studies	Personal study, readings, and drafting of marketing news	
25.00	20.00	
ECTS CREDITS: 3,0 (75,00 hours)		

ASSESSMENT AND EVALUATION CRITERIA

Assessment activities	Assessment criteria	Weight
Question-based exam testing theoretical knowledge and ability to apply it	Mastering of theoretical knowledge Application of theory to cases Correctness and completeness of answers to each of the theory/practice questions	50%
Group work to be completed out-of-class	Soundness of the content. Quality and relevance of sources. Analytical and synthetical skills. Written expression, illustration and quality of presentation	40%
Personal engagement in the course	Ability to bring personal cases and connect them accurately with the subject Positive and constructive contribution to any activity beyond basic attendance	10%



Grading

In order to have access to the final examination of contents of the regular session, at least 2 thirds of the class sessions must have been attended and the group work delivered.

It is essential that the student pass each part separately: the theoretical exam and the groupwork. Then, the weighted average [50% Theory + 40% Group Work + 10% Student Participation] will constitute the final grade.

The student can fail at the ordinary session, for one of the following reasons:

1. S/he didn't pass the theoretical part, but has performed successfully enough in the group work: S/he will have to re-take the final exam in an extra-ordinary session. The results of the passed part will be maintained and the final grade will be calculated with the same percentages and the new theoretical mark.
2. If s/he has passed the examination of contents (theory), but the performance in Group Work was insufficient (or was not even delivered): s/he will need to carry out a special practice work plan (previously prepared by the teaching team and equivalent to 60 hours of personal work) and deliver it before a set expiry date, before for the day of the final exam of the extraordinary session. The original mark of the theoretical part will be maintained and the final grade of the extraordinary session will be calculated according to the same percentages, taking into account the new practical mark.
3. S/he passed neither the theoretical part nor the Group work: s/he will have to pass in the extra-ordinary session, both the theoretical exam and the special practice work plan (previously prepared by the teaching team and equivalent to 60 hours of personal work) respecting the due dates set by the endowed profesor and the administration. The new final grade will be a simple average of the two new marks in theory and practice.

In any of the above cases, the official grade of the ordinary session will be the mark of the failed part (the worse one if both are failed).

If s/he fails in the extraordinary session, s/he will have a third chance but will have to retake the whole course. The referent programme will be that of the current academic year.

Nevertheless, for the students in such a situation who would have already followed the whole course, the option to retake directly the final examination AND to deliver a new special practice work plan, without attending the course again, will be offered.



WORKING PLAN AND SCHEDULE

Activities	Completion date	Delivery date
Examination of contents	3 10-min quizzes during the course	Final exam scheduled by administration
Group assignment	All along the semester with 2 key workshops	Last week of the course
Individual engagement	All long the course in- and out-of-class	

BIBLIOGRAPHY AND RESOURCES

Basic Bibliography

Handbooks

- **Kotler, P. y Keller, K. L., Marketing Management, 14th Edition , Ed. Pearson - Prentice-Hall, New Jersey**
- **Kotler, Keller, Brady, Goodman y Hansen, Marketing Management, 1st European Edition, Prentice-Hall**
(<https://www.amazon.com/Marketing-Management-European-Philip-Kotler/dp/0273718568>)
- **Stanton, W.J., Marketing Management, last edition, Ed. McGraw Hill**

Wepages (recommended for "Marketing News")

- **Marketing News, Brandwatch.com, Marketing Directo, Anuncios, Distribución y Actualidad, CanalDis, Puro Marketing, Alimarket, Brandchannel, etc.**

Other materials

Angus, A., & Westbrook, G. (2019). *Top 10 global consumer trends 2019*. Euromonitor international, London.
+ Case studies provided by the professor all along the sessions.

In compliance with the current regulations on the **protection of personal data**, we remind you that you can consult the aspects related to privacy and data protection that you have accepted when you registered as a student of the University, by entering the following website and clicking " download"
[https://servicios.upcomillas.es/sedelectronica/inicio.aspx?csv=02F4557CAA66F4A81663AD10CED66792](https://servicios.upcomillas.es/sedeelectronica/inicio.aspx?csv=02F4557CAA66F4A81663AD10CED66792)