



# UNIVERSIDAD DE CASTILLA - LA MANCHA

## GUÍA DOCENTE

### 1. General information

**Course:** PRINCIPLES OF MARKETING

**Type:** BASIC

**Degree:** 320 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (CR)

**Center:** 403 - FACULTY OF LAW AND SOCIAL SCIENCES OF C. REAL

**Year:** 2

**Main language:** Spanish

**Use of additional languages:**

**Web site:**

**Code:** 54316

**ECTS credits:** 6

**Academic year:** 2022-23

**Group(s):** 20 21 29

**Duration:** C2

**Second language:** English

**English Friendly:** Y

**Bilingual:** N

| Lecturer: ANGEL MILLAN CAMPOS - Group(s): 20 21 29               |                            |                       |                        |              |
|--|----------------------------|-----------------------|------------------------|--------------|
| Building/Office  | Department                 | Phone number          | Email                  | Office hours |
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| Lecturer: MARTA RETAMOSA FERREIRO - Group(s): 20 21 29           |                            |                       |                        |              |
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### 2. Pre-Requisites

Not established

### 3. Justification in the curriculum, relation to other subjects and to the profession

The basic objective of Marketing is that the student learns the key concepts and tools for Understand the role and management of Marketing within organizations, within the framework of a dynamic and competitive environment. At the same time The aim is to achieve the necessary skills and capacities to carry out the functions of marketing planning and management in All kinds of organizations.

### 4. Degree competences achieved in this course

#### Course competences

| Code | Description  |
|------|--|
| E01  | Develop the ability to manage and run a company or organization, understand their competitive and institutional position, and identify their strengths and weaknesses.   |
| E02  | Develop and enhance entrepreneurship, adaptability to change and creativity in any functional area of a company or organization.   |
| E03  | Develop and enhance the ability to establish the planning and organization of any task in a company with the ultimate goal of helping make business decisions.   |
| E05  | Develop the ability to analyze any information on the situation and possible development of a company and transform it into a business opportunity.  |
| E06  | Develop and enhance the ability for general management, technical management and the management of research, development and innovation projects in any company or organization.   |
| E08  | Ability to produce financial information, relevant to the decision-making process.   |
| E12  | Understand the role of institutions and agents in economic and social activities   |
| G01  | Possession of the skills needed for continuous, self-led, independent learning, which will allow students to develop the learning abilities needed to undertake further study with a high degree of independence.  |
| G03  | Develop oral and written communication skills in order to prepare reports, research projects and business projects and defend them before any commission or group of professionals (specialised or non-specialised) in more than one language, by collecting relevant evidence and interpreting it appropriately so as to reach conclusions. |
| G04  | Ability to use and develop information and communication technologies and to apply them to the corresponding business department by using specific programmes for these business areas.  |
| G05  | Capacity for teamwork, to lead, direct, plan and supervise multidisciplinary and multicultural teams in both national and international environments so as to create synergies which benefit organisations.  |

### 5. Objectives or Learning Outcomes

#### Course learning outcomes

Description

Search for information in order to analyze it, interpret its meaning, synthesize it and communicate it to others.

Apply the tools and methods for the quantitative analysis of the company and its environment.

Know the processes aimed at creating, communicating, supplying and exchanging products and services in the market that have value for customers, companies and society in general.

#### Additional outcomes

## 6. Units / Contents

Unit 1: Marketing Introduction

Unit 2: Marketing and Management

Unit 3: Marketing Environment

Unit 4: Consumer Behavior

Unit 5: Industrial Marketing

Unit 6: Marketing Research

Unit 7: Marketing Strategies and competitive analysis

Unit 8:

## 7. Activities, Units/Modules and Methodology

| Training Activity                              | Methodology            | Related Competences                     | ECTS  | Hours      | As | Com | Description |
|--|------------------------|---|---|------------|----|-----|-------------|
| Class Attendance (theory) [ON-SITE]            | Lectures               | E01 E02 E03 E05 E06 E08 E12 G01 G03 G04 | 1.44  | 36         | N  | -   |             |
| Class Attendance (practical) [ON-SITE]         | Combination of methods | E01 E02 E05 E08 G01 G03                 | 0.72  | 18         | Y  | N   |             |
| Writing of reports or projects [OFF-SITE]      | Group Work             | E01 E02 E05 E08 G01 G03 G04 G05         | 1.6   | 40         | Y  | N   |             |
| Project or Topic Presentations [ON-SITE]       | Group Work             | E01 E02 E03 E05 E08 G01 G03 G04 G05     | 0.16  | 4          | Y  | N   |             |
| Final test [ON-SITE]                           | Assessment tests       | E01 E02 E03 E05 E06 G01 G03 G04 G05     | 0.08  | 2          | Y  | Y   |             |
| Study and Exam Preparation [OFF-SITE]          | Self-study             | E01 E02 E03 E05 E06 E08 G01 G03 G04 G05 | 2   | 50         | N  | -   |             |
| <b>Total:</b>                                  |                        |   | <b>6</b>                                    | <b>150</b> |    |     |             |
| <b>Total credits of in-class work: 2.4</b>     |                        |   | <b>Total class time hours: 60</b>           |            |    |     |             |
| <b>Total credits of out of class work: 3.6</b> |                        |   | <b>Total hours of out of class work: 90</b> |            |    |     |             |

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

## 8. Evaluation criteria and Grading System

| Evaluation System                                 | Continuous assessment | Non-continuous evaluation* | Description |
|---|-----------------------|----------------------------|-------------|
| Final test  | 60.00%                | 100.00%                    |             |
| Progress Tests                                    | 30.00%                | 0.00%                      |             |
| Assessment of problem solving and/or case studies | 5.00%                 | 0.00%                      |             |
| Assessment of active participation                | 5.00%                 | 0.00%                      |             |
| <b>Total:</b>                                     | <b>100.00%</b>        | <b>100.00%</b>             |             |

According to art. 6 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 13.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

## 9. Assignments, course calendar and important dates

| Not related to the syllabus/contents                              |       |
|---|-------|
| Hours   | hours |
| Class Attendance (theory) [PRESENCIAL][Lectures]                  | 36    |
| Class Attendance (practical) [PRESENCIAL][Combination of methods] | 18    |
| Writing of reports or projects [AUTÓNOMA][Group Work]             | 40    |
| Project or Topic Presentations [PRESENCIAL][Group Work]           | 4     |
| Final test [PRESENCIAL][Assessment tests]                         | 2     |
| Study and Exam Preparation [AUTÓNOMA][Self-study]                 | 50    |
| Global activity   |       |
| Activities  | hours |
| Writing of reports or projects [AUTÓNOMA][Group Work]             | 40    |
| Project or Topic Presentations [PRESENCIAL][Group Work]           | 4     |
| Final test [PRESENCIAL][Assessment tests]                         | 2     |
| Study and Exam Preparation [AUTÓNOMA][Self-study]                 | 50    |
| Class Attendance (theory) [PRESENCIAL][Lectures]                  | 36    |
| Class Attendance (practical) [PRESENCIAL][Combination of methods] | 18    |
| <b>Total horas: 150</b>   |       |

## 10. Bibliography and Sources

| Author(s)                    | Title/Link              | Publishing house | City | ISBN          | Year | Description |
|------------------------------|-------------------------|------------------|------|---------------|------|-------------|
| Philip Kotler/Gary Armstrong | Principles of Marketing | Prentice-Hall    |      | 9780136079415 | 2010 |             |

