

**1. General information****Course:** PRINCIPLES OF MARKETING**Code:** 54316**Type:** BASIC**ECTS credits:** 6**Degree:** 329 - UNDERGRADUATE DEGREE PROGRAMME IN BUSINESS MANAGEMENT AND ADMINISTRATION (TA)**Academic year:** 2023-24**Center:** 15 - FACULTY OF SOCIAL SCIENCES AND INFORMATION TECHNOLOGIES**Group(s):** 60**Year:** 2**Duration:** C2**Main language:** Spanish**Second language:****Use of additional languages:****English Friendly:** Y**Web site:****Bilingual:** N**Lecturer:** JUAN ANTONIO GARCIA MARTIN - Group(s): 60

Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Sociales y Tecnologías de la Información/Despacho 2.3	ADMINISTRACIÓN DE EMPRESAS	926051651	juan.garcia@uclm.es	First term: - Monday: from 09:00 to 10:00 and from 12:00 to 14:00 - Tuesday: from 10:00 to 13:00. Second term: - Monday: from 17:00 to 20:00 - Tuesday: from 15:00 to 17:00 and from 19:00 to 20:00.

2. Pre-Requisites

Not established.

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

The main objective of the subject is that students learn the concepts and key tools to understand the function and management of marketing in the organizations within the framework of a dynamic and competitive environment. The aim is also to provide students with the necessary skills to perform marketing planning and management functions in all types 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**

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.

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

Additional outcomes

Relate Marketing with the different areas and activities of the business system.

Develop analysis capacity within the scope of Marketing management.

Establish the foundations of the discipline; study and knowledge of the market, analysis of demand, consumer and competition, and market segmentation. Consolidate the concepts and terminology of the Marketing area.

Transmit the importance of Marketing in the economy, business and society.

6. Units / Contents

Unit 1: Introduction to Marketing: relationship management.

Unit 2: Marketing management.

Unit 3: Marketing environment.

Unit 4: Consumer buyer behavior.

Unit 5: Business buyer behavior.

Unit 6: Market research and marketing information management.

Unit 7: Analysis and evaluation of the competition.

Unit 8: Market segmentation and positioning.

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	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	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	-	
Total:			6	150			
Total credits of in-class work: 2.4			Total class time hours: 60				
Total credits of out of class work: 3.6			Total hours of out of class work: 90				

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
Assessment of active participation	5.00%	0.00%	Active participation of the student in class in practices and other support activities.
Final test	60.00%	100.00%	Theoretical-practical final exam.
Progress Tests	30.00%	0.00%	GROUP WORK (half of the semester: a partial delivery of the work; at the end of the semester: a complete delivery of the work). The oral presentation of the work is obligatory. Otherwise, the note of this part would be annulled.
Assessment of problem solving and/or case studies	5.00%	0.00%	Realization of PRACTICES. The students will also have the option of carrying out SUPPORT ACTIVITIES, which will be carried out both in classroom and through their delivery in the virtual campus.
Total:	100.00%	100.00%	

According to art. 4 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. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

- (1) Theoretical-practical exam (FINAL EXAM) related to the theoretical and practical contents presented in class. The mark obtained in the exam will represent 60% of the final grade. A minimum of 4 out of 10 points is required.
- (2) The GROUP WORK note depends on aspects such as the content, format, content organization, as well as the follow-up carried out. The note of the presentation depends on the quality of the contents, the quality of the presentation and the clarity in the presentation of ideas. The mark obtained in the group work will represent 30% of the final grade.
- (3) The grade obtained in the PRACTICES and active participation will represent 10% of the final grade.

In order to pass the subject, it will be necessary to obtain at least a final grade of 5 out of 10.

Regarding assessment in case of illness or other special circumstances (extenuating rules), see Article 6 of the Student Assessment Regulations of the University of Castilla-La Mancha.

Non-continuous evaluation:

The evaluation of the subject consists of a theoretical-practical final exam that includes all the contents that allow reaching the competences of the subject. Regarding non-continuous evaluation, see section b of point 4.2. of the UCLM Student Assessment Regulations approved on 23 May 2022. Regarding assessment in case of illness or other special circumstances (extenuating rules), see Article 6 of the Student Assessment Regulations of the University of Castilla-La Mancha.

Specifications for the resit/retake exam:

In this case, evaluation system is maintained, that is, the grades of the group work and the practices developed during the semester will be taken into account. Students will be able to examine 100% of the competences acquired in a theoretical-practical exam.

Specifications for the second resit / retake exam:

In this case, the exam mark will be valued for assessment purposes at 100% (10 points).

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
Class Attendance (theory) [PRESENCIAL][Lectures]	36
Class Attendance (practical) [PRESENCIAL][Combination of methods]	18
Project or Topic Presentations [PRESENCIAL][Group Work]	4
Final test [PRESENCIAL][Assessment tests]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	50
Writing of reports or projects [AUTÓNOMA][Group Work]	40
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Ésteban, A.; Mondéjar, J.A.	Fundamentos de Marketing	ESIC	Madrid	978-84-7356-891-3	2013	
Kotler, P.; Armstrong, G.	Principios de Marketing	Pearson		978-84-9035-612-8	2018	