



UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course: PRINCIPLES OF MARKETING

Type: BASIC

Degree: 317 - UNDERGRADUATE DEGREE IN BUSINESS MANAGEMENT AND ADMINISTRATION (AB)

Center: 5 - FACULTY OF ECONOMICS AND BUSINESS

Year: 2

Main language: Spanish

Use of additional languages:

Web site:

Code: 54316

ECTS credits: 6

Academic year: 2023-24

Group(s): 12 13

Duration: C2

Second language: English

English Friendly: Y

Bilingual: N

Lecturer: MARIA ENCARNACION ANDRES MARTINEZ - Group(s): 12 13

Building/Office	Department	Phone number	Email	Office hours
Facultad Ciencias Económicas y Empresariales/1.12	ADMINISTRACIÓN DE EMPRESAS	967599200 Ext. 2169	encarnacion.andres@uclm.es	It will be indicated at the beginning of the course

2. Pre-Requisites

Not established

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

The main objective of the Fundamentos de Marketing (Essentials of Marketing) course is to enable students to learn the concepts and key tools for understanding the role and marketing management dimensions within organisations and , within the framework of a dynamic and competitive environment. At the same time it is intended to acquire the skills and capabilities required to perform the functions of marketing management and planning in all sorts 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.

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.

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

Additional outcomes

6. Units / Contents

Unit 1: Introduction to Marketing: Relationship Management

Unit 2: Business Marketing Management

Unit 3: Marketing Environment

Unit 4: Consumer Behavior

Unit 5: Organizational Consumer Behavior

Unit 6: Marketing Research and Information Management for Marketing

Unit 7: Analysis and Evaluation of Competitors

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	1.33	33.25	N	-	
Class Attendance (practical) [ON-SITE]	Combination of methods	E01 E02 E05 E08 G01 G03	0.67	16.75	Y	N	
Writing of reports or projects [OFF-SITE]	Group Work	E01 E02 E05 E08 G01 G03 G04 G05	1.76	44	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	E08	2.16	54	N	-	
Total:			6	150			
Total credits of in-class work: 2.08			Total class time hours: 52				
Total credits of out of class work: 3.92			Total hours of out of class work: 98				

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%	
Projects	30.00%	0.00%	
Assessment of problem solving and/or case studies	5.00%	0.00%	
Assessment of active participation	5.00%	0.00%	
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 and practical examination (FINAL EVALUATION TEST) regarding the contents and concepts exposed in class, both in terms of theoretical concepts and in terms of cases and exercises proposed. The grade obtained in the exam will represent 60% of the final grade. A minimum of 4 out of 10 is required to compute with the rest of the parts.

Regarding the evaluation, in case of illness or other special circumstances (mitigating rules), see article 6 of the Student Evaluation Regulation of the University of Castilla-La Mancha

(2) The definitive grading of the WORK IN GROUP will be made by the professor in terms of aspects such as content, format, organization of the contents, as well as the queries and monitoring carried out. The evaluation criteria for the presentation will be based on the quality of the contents, the quality of the presentation and the clarity of the ideas presented. The grade of the group work, both the delivery (mid-term and final) and the verbal presentation in class, will constitute 30% of the final grade of the subject.

(3) Elaboration of EVALUABLE CLASS PRACTICES AND SUPPORT ACTIVITIES developed throughout the course, in which the concepts and marketing tools proposed will be incorporated, as well as active participation in class. The grade obtained in the set of tasks developed in class, attendance and active participation, will suppose a 10% of the final grade of the subject.

Once the valuations of the different parts object of evaluation have been computed, the subject will be considered passed if it reaches a minimum of 50% of the total.

Non-continuous evaluation:

The evaluation of the subject consists of a theoretical-practical final exam that will include all the contents that allow reaching the competences of the subject.

Regarding the evaluation, in case of illness or other special circumstances (mitigating rules), see article 6 of the Student Evaluation Regulation of the University of Castilla-La Mancha

Regarding the non-continuous evaluation, see section b of point 4.2. of the UCLM Student Regulations approved on May 23, 2022

Specifications for the resit/retake exam:

As a general guideline, the teacher can keep the assessment of those training activities that have been passed by the student up to a maximum of two academic years from the current year, provided that the training activities and the evaluation criteria published in the teaching guide do not are modified and without prejudice to the right of the student to return to carry out said activities.

It will make it easier for students to examine 100% of the competencies in a theoretical-practical exam

Specifications for the second resit / retake exam:

Theoretical and practical examination

9. Assignments, course calendar and important dates

Not related to the syllabus/contents

Hours	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	33.25
Class Attendance (practical) [PRESENCIAL][Combination of methods]	16.75
Writing of reports or projects [AUTÓNOMA][Group Work]	44
Final test [PRESENCIAL][Assessment tests]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	54

Global activity

Activities	hours
Class Attendance (practical) [PRESENCIAL][Combination of methods]	16.75
Writing of reports or projects [AUTÓNOMA][Group Work]	44
Final test [PRESENCIAL][Assessment tests]	2
Study and Exam Preparation [AUTÓNOMA][Self-study]	54
Class Attendance (theory) [PRESENCIAL][Lectures]	33.25

Total horas: 150

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
Esteban, A; Mondéjar, J.A.	Fundamentos de Marketing (2ª ed.)	ESIC	Madrid	978-8473568913	2015	
Kotler, P. & Keller, K.L.	Marketing Management (Global Edition). 15h ed.	Pearson	NY	9781292092621	2018	
Águeda Esteban Talaya ... [et al.].	Principios de Marketing	ESIC	Madrid	978-84-7356-572-1	2008	