

**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:** 2023-24**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
Facultad de Derecho y Ciencias Sociales. Módulo E. D 1.03	ADMINISTRACIÓN DE EMPRESAS	902204100 Ext.3597	angel.millan@uclm.es	

Lecturer: MARTA RETAMOSA FERREIRO - Group(s): 20 21 29

Building/Office	Department	Phone number	Email	Office hours
Facultad de Derecho y Ciencias Sociales. Módulo E. Despacho 1.03	ADMINISTRACIÓN DE EMPRESAS	902204100	Marta.Retamosa@uclm.es	

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**

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

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.

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 (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 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	-	
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
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%	
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).

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
Total horas: 150	

10. Bibliography and Sources

Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
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Philip Kotler/Gary Armstrong	Principles of Marketing	Prentice-Hall	9780136079415	2010
Agueda Esteban Talaya	Fundamentos de Marketing	ESIC	Torrejón de Ardoz 978-84-7356-891-3	2013