



## IDENTIFYING DATA

### Company: Basics of marketing techniques

Subject	Company: Basics of marketing techniques			
Code	V06G270V01204			
Study programme	(*)Grao en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Cabanelas Lorenzo, Pablo			
Lecturers	Cabanelas Lorenzo, Pablo González López, María Isabel			
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General description	The aim of the subject is approaching the students to the basic concepts of marketing. This approach will help them to understand the commercial operations of the company, the market and the customers. The subject provides students the knowledge and tools necessary to design a marketing program and to take decisions in the commercial area.			

## Competencies

Code	
B5	CG5. To acquire skills for leadership, independent learning, teamwork, motivation and flexibility, as well as for responsible and ethical behavior in order to deal appropriately with all the agents working in the organization and in the professional sphere.
C8	CE8. To understand the psycho-sociological processes through which people learn, make decisions, communicate, manage their needs and relations, negotiate, buy, etc. with the aim of acquiring useful skills in the personal and professional areas.
C26	CE26. To be able to use the personal skills, attitudes and knowledge acquired in the academic context through simulation of real situations of professional practice and through contact with the business world by means of the experience acquired with internships.
D1	CT1. Oral and written communication skills both in the official languages of the respective Autonomous Communities and in the chosen foreign language (English, French or German).
D3	CT3. Ability to learn and work independently, and work planning and organization skills.
D4	CT4. Analysis, synthesis and critical-thinking skills.
D5	CT5. Ability to apply the theoretical and practical knowledge acquired in the academic context, in particular to apply multidisciplinary knowledge and thinking.
D6	CT6. Ability to make decisions and solve problems.
D7	CT7. Ability to listen actively and skills for non-verbal communication, persuasion, negotiation and presentation.
D8	CT8. Leadership and teamwork skills.
D9	CT9. Tolerance. Ability to appreciate different points of view.
D10	CT10. Understanding of social, organizational and technical systems.
D11	CT11. Ability to adapt to new situations.
D12	CT12. Creativity.
D13	CT13. Ability to take on responsibilities and get fully involved at work.
D15	CT15. Commitment to professional ethics.
D16	CT16. Entrepreneurship.
D17	CT17. Attention to detail, precision, striving for continuous improvement.
D18	CT18. Ability to reflect on one's own performance.

## Learning outcomes

Expected results from this subject	Training and Learning Results			
Spoken and written communication skills, so much in the official tongues of the his community how in the foreign tongue chosen (English, French or German).	A2 A3	B3 B7 B8	C3 C8 C8 C26	D1 D6 D7 D11
Capacity of learning, autonomous work and planning and organization of the work.	A2 A3	B1 B4 B5	C1 C5	D2 D3 D4 D5 D8 D9 D10 D10 D11 D12 D13 D15 D16 D17 D18
Capacity to apply the theoretical and practical knowledges purchased in the academic context. Especially, to apply multidisciplinary knowledges and reasonings.	A1 A3 A4 A5	B3 B4	C2	D2 D3 D4 D5 D6 D7 D8 D10
Leadership and work in group capacity.	A1 A3 A4 A5	B3 B4 B5 B6 B7	C1 C3 C4 C5	D2 D3 D6 D8 D8 D9 D15 D16 D18

## Contents

Topic	
I. Introduction. Marketing genearl concepts.	1.1 Marketing as philosophy and activity
1. Concept and content of the marketing	1.2 Nature and extent of the marketing
	1.3 The market orientation of the company
	1.4 Total campaign of marketing management. The marketin plan.
	1.5 The management of the marketing in the company
II. Strategic Marketing.	2.1 The need of the information in the management of marketing
2. Commercial information	2.2 The marketing information system
	2.3 Concept, content and applications of the commercial research
	2.4 Phases of the commercial research
3. Segmentation and positioning	3.1 Concept and utility of the segmentation
	3.2 Process of segmentation
	3.3 Technicians of segmentation
	3.4 The positioning in the bought
4. Consumer Purchase behaviour	4.1 The behaviour of the consumer
	4.2 Approaches of behaviour of the consumer
	4.3 Factors that affect to consumer behaviour
	4.4 The purchase decision process
III. Operative Marketing: Commercial Strategies.	5.1 Concept of product
5. Product.	5.2 Produc classifications
	5.3 Individual product related decisions
	5.4 Products portfolio related decisions
	5.5 Product life cycle
	5.6 New product development process
6. Price	6.1 Concept of price
	6.2 Price definition process
	6.3 Price strategies

7. Communication	7.1 The communication 7.2 The decision of communication 7.3 Mass communication 7.4 Customized or personal communication
8. Distribution	8.1 The channel of distribution 8.2 The functions of the distribution channel 8.3 Design of the channel 8.4 Management of the channel 8.5 The physical and logistical distribution

Planning			
	Class hours	Hours outside the classroom	Total hours
Lecturing	27	27	54
Case studies	22	44	66
Objective questions exam	2	13	15
Problem and/or exercise solving	2	13	15

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

Methodologies	
	Description
Lecturing	Exhibition of the theoretical concepts in the class, questions and participation of the students in the concepts developed in the session
Case studies	Real cases, readings, analysis of business performances, debates,... To resolve in group or individually.

Personalized assistance	
Methodologies	Description
Case studies	There will be personalized attention for a better learning and understanding of the subject, as well as for the case studies derived from the theory.
Tests	Description
Problem and/or exercise solving	There will be personalized attention for a better learning and understanding of the subject, as well as for the case studies derived from the theory.
Objective questions exam	There will be personalized attention for a better learning and understanding of the subject, as well as for the case studies derived from the theory.

Assessment					
	Description	Qualification	Training and Learning Results		
Case studies	Lectures and real cases on which the students have to debate and propose solutions to the questions proposed.	30	B5	C26	D1 D3 D4 D5 D6 D8 D9 D11 D12 D13 D15 D16 D17 D18
Objective questions exam	Test-type questions.	30			D3 D4 D5 D6 D7
Problem and/or exercise solving	Questions in an individual exam, theoretical nature and questions to apply the logic and knowledge obtained.	40			D3 D4 D5 D6 D10 D12 D17

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## Other comments on the Evaluation

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### Continuous evaluation

To have right to a continuous evaluation the students have to assist to a minimum of 65% of the practical classes and perform the 100% of the activities requested, such as during the classes as out of the classes (HTA and HTC). It will be considered not delivered a practice if they are not uploaded to the platform Fatic (exercices section), or if they are not presented in paper in the case of difficulties or if the platform is not opened to this submission.

If the qualification of the practice do no pass the 3 on 10 it will be considered no presented. The deliveries after the deadline will have a minimum reduction of the 25% of the note. After 15 days the tasks provided will have not value, unless the student can justify it. To obtain the final qualification, the partial marks will ponder in accordance with the percentages indicated previously; the student have to achieve a approve both in practices and in examinations.

### Traditional Evaluation

The students have to pass the examination stablished in the examination official date. It will be more complete than the examination in continuous evaluation. The subject to examination will be theoretical and practical.

### Second opportunity

The students in continuous evaluation will perform the examination the official date (70%) and will add the qualification obtained in practices (30%). The students that opted by this traditional evaluation must pass the official examination. In all the systems and opportunities the students pass with a 5 on 10.

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## Sources of information

### Basic Bibliography

Philip Kotler, Gary Armstrong, **Principios de marketing**, 17ª, Pearson Educación, 2018

### Complementary Bibliography

Gary Armstrong, Philip Kotler, María Jesús Merino, Teresa Pintado, José María Juan, **Introducción al marketing**, 3ª, Pearson Educación, 2011

Roger A. Kerin et al., **Marketing**, 13ª, McGraw Hill, 2018

Miguel Santesmases Mestre et al., **Fundamentos de marketing**, 2ª, Pirámide, 2018

Philip Kotler, Gary Armstrong, **Fundamentos de marketing**, 13ª, Pearson Educación, 2017

Encarnación González et al., **Manual práctico de marketing**, 1ª, Pearson Educación, 2014

Philip Kotler, Hermawan Kartajaya y Iwan Setiawan, **Marketing 3.0 : [cómo atraer a los clientes con un marketing basado en valores]**, 4ª, Lid, 2018

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## Recommendations

### Subjects that continue the syllabus

Strategic marketing/V06G270V01403

International marketing/V06G270V01603

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### Subjects that it is recommended to have taken before

Company: Principles of responsible management/V06G270V01103

Sociology: Consumption sociology/V06G270V01105

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