



IDENTIFYING DATA

Company: Basics of marketing techniques

Subject	Company: Basics of marketing techniques			
Code	P04G190V01302			
Study programme	Grado en Publicidad y Relaciones Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	2nd	1st
Teaching language	#EnglishFriendly Spanish Galician			
Department				
Coordinator	Dopico Parada, Ana Isabel			
Lecturers	Dopico Parada, Ana Isabel			
E-mail	adopico@uvigo.es			
Web	http://www.csc.uvigo.es/index.php/grao-en-publicidade-e-relacions-publicas			
General description	This subject provides students with an understanding of the principles of Marketing in order to built the brand/product comercial communication. English Friendly subject: International students may request from the teachers: a) materials and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.			

Training and Learning Results

Code	
A2	That the students know how to apply their knowledges to their work or vocation in a professional way and have the abilities that are usually shown through the production and defense of arguments and the resolution of problems inside their area of study.
B2	Interpretative competence of the communication: ability to analyze the elements of the communication and generate the knowledges in this discipline.
C10	Theoretical and practical knowledge of the techniques of management in communication companies.
C14	Directive and collaborative dexterities: ability and skill to take on responsibility of the area of communication of an organization, facing the strategic management of their intangibles, the corporate social responsibility and the relations with different publics.
D1	Interpretative competences of the communication: ability to recognize ethical implications in professional decisions.
D2	Creative competences: ability to the creativity, the innovation and the adaptation to the change.
D3	Collaborative competences: ability of adaptation to the objectives and organizational values and of teamwork.
D4	Managerial competences: ability to administer the time, with skill to the organization of tasks.

Expected results from this subject

Expected results from this subject	Training and Learning Results		
Organize and apply the techniques of commercial management in companies.	B2	C10	D4
Identify, analyze and develop the intangible assets of organizations.		C14	
Recognize and assess the ethical and CSR implications of marketing decisions			D1
Creativity development, innovation and adaptation to change.			D2
Understand objectives and organizational values. Plan and carry out work.	A2		D3

Contents

Topic	
MARKETING CONCEPT	Definition of marketing. The process of marketing in a company. Evolution of marketing. Extending marketing. Marketing relationship.
MARKETING STRATEGY	The strategic planning of marketing. Marketing Plan.

MANAGING MARKETING INFORMATION	Defining market environment. The answer of the company to the environment. The need for marketing information and management. Concept, content and applications of Marketing Research. the process of Marketing Research.
MARKET AND CONSUMERS	Definition and types of consumers. Demand. Consumer behaviour. The nature of market segmentation.
MARKETING MIX	Product as a marketing element. Brand, the packaging and label. Product life-cycle. Product positioning strategies. Pricing decisions. The nature of pricing. Identifying pricing constraints. Strategies of prices. Distribution decisions. Concept and functions of distribution. Designing the distribution channels. Characteristics of the existing distribution system. Promotion decisions. The communication mix.

Planning

	Class hours	Hours outside the classroom	Total hours
Introductory activities	2	0	2
Lecturing	20	53	73
Problem solving	16	5	21
Autonomous problem solving	0	24	24
Mentored work	10	18	28
Objective questions exam	1	0	1
Objective questions exam	1	0	1

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

Methodologies

	Description
Introductory activities	Activities to get in contact and collect information about the student and also to present the subject.
Lecturing	Presentation by the professor of the contained of the subject as well as the theoretical bases
Problem solving	Activity in which formulate problem and/or exercises related with the subject.
Autonomous problem solving	Problems and exercises related with the subject. The student owes to develop the suitable solutions by means of the application of formulas and the interpretation of results.
Mentored work	The work is developed in a group and autonomously under the supervision of the teacher and consists of the development of a series of tasks related to the development of a marketing plan

Personalized assistance

Methodologies	Description
Lecturing	The students can request tutorial sessions from their On-line Office.
Autonomous problem solving	The students can request tutorial sessions from their On-line Office.
Mentored work	The students can request tutorial sessions from their On-line Office.

Assessment

	Description	Qualification	Training and Learning Results
Problem solving	Development of exercises, revision test, foros, video viewing in the classroom, etc. Attendance, participation and public presentations made will be also valued.	5	A2 B2 C10 D1 D2 D3 D4
Autonomous problem solving	Exercises that are implemented in practical classes and are developed independently by the student outside the classroom. The student must solve a series of exercises in the time and conditions established by the teacher. The total score for this section will be divided between class attendance and the total number of exercises that are proposed. These exercises must be uploaded to Moovi and the deadline will be determined by the teacher. Attendance at practices is compulsory, so in order to obtain the score for the work, a student must attend at least 80% of the sessions.	5	C10 D1 C14 D2 D3 D4

Mentored work	The supervised work will be in a group and will consist of the development of a project that will be specified in the delivery of various tasks related to the development of a marketing plan of a company / product of the industrial sector proposed by the teacher. The grade obtained by each student in this section will be the grade for the group work, but it may be modified by their participation both in the work and in the seminars. Both the composition of the groups and the company will be determined in the first seminar session (according to the official calendar) under the supervision of the teacher. Those students who do not attend the first seminar session will have until the second session to join a group, always after acceptance by the teacher. Those students who arrive at this second session (according to the official calendar) are not included in any group will not have the right to carry out the work, not considering any compensatory activity in this case. Attendance at the seminars is compulsory, so in order to obtain the work score, a student must attend at least 80% of the sessions.	30	C10 D1 C14 D2 D3 D4
Objective questions exam	Proof of short questions	30	A2 B2 C10 D1 C14 D2 D3 D4
Objective questions exam	Proof of short questions	30	A2 B2 C10 D1 C14 D2 D3 D4

Other comments on the Evaluation

Students have the option of choosing between the modalities of assessment of the subject: Continuous Assessment (CA) or Global Assessment (GA). By default, it is assumed that the student body will be evaluated through CA and must notify their resignation if they wish to change to the GA modality. This notice must be made within a maximum period of one month from the beginning of the semester.

The CA consists of two parts with their respective weighted values:

- a) Passing the practical part by carrying out the programmed activities, attending a maximum of 80% of the practical classes and participating in them. The rating will be a maximum of 4 points out of 10.
- b) Overcoming the theoretical part through two written tests. The maximum score will be 6 points out of 10. To pass the subject it is necessary to obtain at least a score of 3 points out of 6 in the sum of the two tests. A lower grade will not serve as an average with the other tests.

The GA is carried out through an extensive test (5 hours) on the dates indicated in the official calendar, which will assess the acquisition of all the skills required in the matter. The test will have two differentiated parts. The first part will consist of questions on theoretical content (60%) and, in the second, the student must demonstrate their practical knowledge in strategic and operational marketing (40%). This is 100% of qualification. To pass the exam it is necessary to score 3 points out of 6 in the theoretical part

In the Second Chance and End of Degree call, the evaluation system is the same as in the first opportunity. The qualification of the practical part will be kept in all the calls of that academic year but supervised group work may be improved individually. However, if the subject is not passed in this academic year, the student must take it again, adapting to the teaching guide that is in force in the academic year, therefore, none of the grades obtained in this course will be retained.

Sources of information

Basic Bibliography

ARMSTRONG, G; KOTLER, P. et. al., **Introducción al Marketing**, 3ª Edición, Prentice Hall, 2011
CASADO, A. Y SELLERS, R., **Introducción al marketing: Teoría y Práctica**, Editorial Club Universitario, 2010
KOTLER, P y ARMSTRONG, G, **Fundamentos de Marketing**, Pearson/Prentice Hall, 2016

Complementary Bibliography

ALONSO RIVAS, J., **El Comportamiento del consumidor : decisiones y estrategia de marketing**, 7ª Edición, ESIC, 2013
ESTEBAN, A Y OTROS, **Principios de marketing**, 3ª Edición, ESIC, 2008
ILDEFONSO, E. Y ABASCAL, E., **Fundamentos y técnicas de Investigación Comercial**, 11ª Edición, ESIC, 2009
LIBEROS, E Y OTROS, **El libro del comercio electrónico**, ESIC, 2011

MONTERA; M^a. J.; ARAQUE, R.A Y GUTIERREZ, B., **Fundamentos de marketing. Ejercicios y soluciones.**, Mc Graw Hill, 2006

OTERO, C Y OTROS, **Dirección Comercial 2**, Pearson Educación, 2013

SANTESMASES, M., **Marketing, Conceptos y Estrategias.**, 6^a Edición, Pirámide, 2012

KOTLER, P., KARTAJAYA, H., SETIAWAN, I., **Marketing 3.0: Cómo atraer a los clientes con un marketing basado en valores**, 3^a edición, LID Editorial.com, 2013

SAINZ DE VICUÑA, J. M., **El plan de marketing digital en la práctica**, ESIC, 2015

Recommendations

Subjects that it is recommended to have taken before

Company: Basics of organisation and business management/P04G190V01202
