



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	Business Organisation and Marketing			
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	
C8	(*)CE8. Comprender os procesos psicosociolóxicos mediante os cales as persoas aprenden, deciden, se comunican, xestionan as súas necesidades e relacións, negocian, mercan, etc. co fin de desenvolver competencias útiles no ámbito persoal e profesional.
C26	(*)CE26. Saber empregar as habilidades persoais, actitudes e coñecementos adquiridos no contexto académico mediante a simulación de situacións reais dla práctica profesional e a través do contacto coa realidade empresarial que proporcionan as prácticas de empresa.
D1	(*)CT1. Habilidades de comunicación oral E escrita, tanto nas linguas oficiais da súa Comunidade como na lingua estranxeira elixida (inglés, francés ou alemán).
D3	(*)CT3. Capacidade de aprendizaxe, traballo autónomo e planificación e organización do traballo.
D4	(*)CT4. Capacidade de análise e síntese, e pensamento crítico.
D5	(*)CT5. Capacidade para aplicar os coñecementos teóricos e prácticos adquiridos no contexto académico. En especial, para aplicar coñecementos e razoamentos multidisciplinares.
D6	(*)CT6. Capacidade para tomar decisións e resolver problemas.
D7	(*)CT7. Capacidade de escoita activa, comunicación non verbal, persuasión, negociación e presentación.
D8	(*)CT8. Capacidade para liderar e traballar en equipo.
D9	(*)CT9. Tolerancia. Capacidade para apreciar diferentes puntos de vista.
D10	(*)CT10. Comprensión de sistemas sociais, organizativos e técnicos.
D11	(*)CT11. Capacidade de adaptación a novas situacións.
D12	(*)CT12. Creatividade.
D13	(*)CT13. Capacidade para asumir responsabilidades e involucrarse no traballo.
D15	(*)CT15. Compromiso ético no traballo.
D16	(*)CT16. Iniciativa.
D17	(*)CT17. Atención ao detalle, precisión, motivación pola mellora continua.
D18	(*)CT18. Capacidade reflexiva sobre o propio traballo.

Learning outcomes

Expected results from this subject	Training and Learning Results
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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 general 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 marketing plan.
	1.5 The management of the marketing in the company
II. Strategic Marketing. Commercial information	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 Techniques 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 Product 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	28	28	56
Case studies	22	44	66
Discussion Forum	0	4	4
Objective questions exam	2	10	12
Short answer tests	2	10	12

*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.
Discussion Forum	Participation in the forum opened in fatic, in relation with marketing topics. Participation in debates, inclusion of news and diverse proposals.

Personalized attention	
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
Short answer tests	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.	27	B5 C26 D1 D3 D4 D5 D6 D8 D9 D11 D12 D13 D15 D16 D17 D18
Discussion Forum	Participation in the forum opened in Fatic.	3	D1 D3 D4 D12 D16 D18

Objective questions exam	Test-type questions.	30	D3 D4 D5 D6 D7
Short answer tests	Questions in an individual exam, theoretical nature and questions to apply the logic and knowledge obtained.	40	D3 D4 D5 D6 D10 D12 D17

Other comments on the Evaluation

Continuous evaluation

To deserve the continuous evaluation the students have to assist to a minimum of 65% of the practical classes and realise the activities that request , so much in the classes as out of the schedule of classes (HTA & HTC).

To these effects do not consider delivered the practices that no submmitted through the platform Faitic, if the professors enable an entrance, or, in its defect, that were not delivered in paper.

The qualifiacion of the practice or exercise is not upper to the 3 on 10. The delivery out of date has a minimum penalty of 25% of the note. After 15 days from deadline the tasks or activities presente will be not considered, except exceptions properly justified.

To obtain the final qualification the partial punctuations will amount in accordance with the percentages indicated previously,having to achieve the student an approved in the practices and forums and, in the proofs and examinations.

Traditional evaluation

The students have to pass the examination fixed officially that it will be more complete that the examination in continuous evaluation. The exam will be both theorical and practical.

Second opportunity

The students in continuous evaluation will complete the tasks and activities proposed during the course will prepare the official examination. The students that have opted by the traditional evaluation have to pass the official examination.

In all systems the minimum will be a 5 on 10.

Activities organized by the Business School or the University. From the subject perspective, students' participation in activities and seminars will be facilitated and evaluated (with a maximum of 0.2 of the overall grade of the subject). For this, it is necessary to prove the activity and to justify its relation with the subject. This qualification will be added to the student's mark, although it can never exceed 10, if it is added to the qualification achieved by the student in the development of the subject.

Sources of information

Basic Bibliography

Complementary Bibliography

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

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

Roger A. Kerin et al., **Marketing**, 9ª, McGraw Hill,

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

Philip Kotler, Gary Armstrong, **Fundamentos de marketing**, 11ª, Pearson Educación,

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

Recommendations

Subjects that it is recommended to have taken before

Company: Principles of responsible management/V06G270V01103

Sociology: Consumption sociology/V06G270V01105

