



IDENTIFYING DATA

(*)Empresa: Fundamentos de mercadotecnia

Subject	(*)Empresa: Fundamentos de mercadotecnia			
Code	V06G270V01204			
Study programme	(*)Grao en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	1st	2nd
Teaching language	Spanish			
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	
A3	(*)CE3. Coñecer e saber interpretar a dimensión social da actividade económica, a dinámica das relacións sociais e as distintas realidades culturais que configuran o comercio, a sociedade de consumo e os estilos de vida.
A4	(*)CE4. Coñecer os obxectivos, funcións e técnicas instrumentais dos diferentes subsistemas das organizacións, así como as relacións existentes entre eles desde unha perspectiva de enfoque de sistemas.
A7	(*)CE7. Coñecer e comprender a interrelación entre o marketing estratéxico e a dirección estratéxica desde unha perspectiva de orientación ó mercado, así como a relación entre as organizacións e o seu entorno co fin de deseñar, a partires dos conceptos e ferramentas do marketing, obxetivos e estratexias que se desenvolverán no plan integral de marketing.
B1	(*)CT1. Habilidades de comunicación oral E escrita, tanto nas linguas oficiais da súa Comunidade como na lingua estranxeira elixida (inglés, francés ou alemán).
B3	(*)CT3. Capacidade de aprendizaxe, traballo autónomo e planificación e organización do traballo.
B5	(*)CT5. Capacidade para aplicar os coñecementos teóricos e prácticos adquiridos no contexto académico. En especial, para aplicar coñecementos e razoamentos multidisciplinares.
B8	(*)CT8. Capacidade para liderar e traballar en equipo.
B17	(*)CT17. Atención ao detalle, precisión, motivación pola mellora continua.

Learning aims

Expected results from this subject	Training and Learning Results
To know and realize the social dimension of the economic activity, the dynamics of the social relations and the distinct cultural realities that configure the trade, the society of consumption and the lifestyles.	A3
Know the aims, functions and instrumental technicians of the different *subsistemas of the organizations, as well as the existent relations go in they #since a perspective of approach of systems.	A4
Know and understand the relation between the strategic marketing and the strategic management from a market orientation perspective, as well as its relationship to design, concepts and tools of marketing, objective and strategies that will deploy in the integral plan of marketing.	A7
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).	B1
Capacity of learning, autonomous work and planning and organization of the work.	B3

Capacity to apply the theoretical and practical knowledges purchased in the academic context. Especially, to apply multidisciplinary knowledges and reasonings.	B5
Leadership and work in group capacity.	B8
Attention to the detail, accuracy, motivation by the continuous improvement.	B17

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 market
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
Master Session	28	28	56
Case studies / analysis of situations	24	48	72
Forum Index	0	4	4
Multiple choice tests	2	6	8
Short answer tests	2	8	10

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

Methodologies

	Description
Master Session	Exhibition of the theoretical concepts in the class, questions and participation of the students in the concepts developed in the session
Case studies / analysis of situations	Real cases, readings, analysis of business performances, debates,... To resolve in group or individually.
Forum Index	Participation in the forum opened in class, in relation with marketing topics. Participation in debates, inclusion of news and diverse proposals.

Personalized attention

Methodologies	Description
Case studies / analysis of situations	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.
Multiple choice 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.

Assessment

	Description	Qualification
Case studies / analysis of situations	Lectures and real cases on which the students have to debate and propose solutions to the questions proposed.	27
Forum Index	Participation in the forum opened in Faitic.	3
Multiple choice tests	Test-type questions.	30
Short answer tests	Questions in an individual exam, theoretical nature and questions to apply the logic and knowledge obtained.	40

Other comments on the Evaluation

The students that do not participate regularly in the classes and that do not surpass the subject by continuous evaluation as stated above, will have to participate in the official exam of the subject. The date will be established by the School in its calendar schedule, and the punctuation will range from 0 to 10, being 5 the minimum to pass the subject.

Sources of information

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

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

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

Philip Kotler, Gary Armstrong, **Principios de marketing**, 12ª Pearson Educación,

Philip Kotler, Gary Armstrong, **Fundamentos de marketing**, 8ª Pearson Educación,

Recommendations

Subjects that it is recommended to have taken before

(*) Empresa: Principios de xestión responsable/V06G270V01103

(*) Socioloxía: Socioloxía do consumo/V06G270V01105