



IDENTIFYING DATA

Company: Basics of marketing techniques

Subject	Company: Basics of marketing techniques			
Code	P04G190V01302			
Study programme	(*)Grao en Publicidade e Relacións Públicas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Basic education	2nd	1st
Teaching language	Spanish Galician			
Department	Business Organisation and Marketing			
Coordinator	Dopico Parada, Ana Isabel			
Lecturers	Dopico Parada, Ana Isabel			
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Web	http://www.csc.uvigo.es/index.php/grao-en-publicidade-e-relacions-publicas			
General description	The objective of this subject is that the student obtains the conceptual bases of marketing in order to build the commercial communication of a company.			

Competencies

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.
A3	That the students have the capacity to collect information and interpret relevant data (usually inside their area of study) to issue judgements which include a reflection on relevant subjects of social, scientific or ethical nature.
B2	Interpretative competence of the communication: ability to analyze the elements of the communication and generate the knowledges in this discipline.
B3	Interpretative competence of the environment: ability to analyze and interpret the economic, political, socio-cultural, technological and communicative environment.
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.

Learning outcomes

Expected results from this subject	Training and Learning Results		
Explain and develop the commercial and market planning process		C10	
Organize and apply the techniques of commercial management in companies.	B2	C10	D4
Identify, analyze and develop the intangible assets of organizations.		C14	
Search, analyze and interpret the marketing environment information.	A3	B3	
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

1. DEFINING MARKETING	1.1. Definition of marketing concepts. 1.2. The process of marketing in a company. 1.3. Evolution of marketing. 1.4. Extending marketing. 1.5. Marketing relationship.
2. MARKETING STRATEGY	2.1. The strategic planning of marketing. 2.2. Marketing Plan.
3. MARKETING ENVIRONMENT AND MANAGING MARKETING INFORMATION	3.1. Defining market environment. 3.2. The answer of the company to the environment. 3.3. The need for marketing information and management. 3.4. Concept, content and applications of Marketing Research. 3.5. The process of Marketing Research.
4. MARKETPLACE AND CONSUMERS	4.1. Definition and types of consumers. 4.2. Demand. 4.3. Competition. 4.4. The nature of market segmentation.
5. PRODUCTS, SERVICES AND BRANDS	5.1. The product like variable of marketing. 5.2. The brand, the packaging and label. 5.3. The product life-cycle 5.4. The product positioning strategy.
6. PRICING DECISIONS	6.1. The nature of pricing. 6.2. Identifying pricing constraints. 6.3. Strategies of prices.
7. DISTRIBUTION DECISIONS	7.1. Concept and functions of distribution. 7.2. Designing the distribution channels. 7.3. The distribution intermediaries. 7.4. Characteristics of the existing distribution systems.
8. PROMOTION DECISIONS.	8.1. The mix of communication: advertising, public relations, direct marketing, sales promotion and personal selling.

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
Supervised work	11	18	29
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 content 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.
Supervised 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 attention

Methodologies	Description
Lecturing	Tutoring timetable will be communicated to students. In this time, the professor in a individual form or in small groups, will attend the needs and queries of the students related with the study and/or subjects linked with the subject, providing him orientation, support and motivation in the process of learning. Likewise it will use the platform FAITIC how fundamental mechanism of support and communication with students. Hence, it is very important that all the students enrolled do the check in as soon as possible in the system.

Autonomous problem solving	Tutoring timetable will be communicated to students. In this time, the professor in a individual form or in small groups, will attend the needs and queries of the students related with the study and/or subjects linked with the subject, providing him orientation, support and motivation in the process of learning. Likewise it will use the platform FAITIC how fundamental mechanism of support and communication with students. Hence, it is very important that all the students enrolled do the check in as soon as possible in the system.
Supervised work	Tutoring timetable will be communicated to students. In this time, the professor in a individual form or in small groups, will attend the needs and queries of the students related with the study and/or subjects linked with the subject, providing him orientation, support and motivation in the process of learning. Likewise it will use the platform FAITIC how fundamental mechanism of support and communication with students. Hence, it is very important that all the students enrolled do the check in as soon as possible in the system.

Assessment

	Description	Qualification	Training and Learning Results			
Problem solving	Exercises, test and video visualization in the classroom. Assistance, participation and public presentations will be valued.	5	A2 A3	B2 B3	C10	D1 D2 D3 D4
Autonomous problem solving	Proofs that set out in the practical kinds and will be developed of autonomous way pole student was of the classroom. In them owes to solve a series of exercises in the time and conditions established pole professor. The assistance to the seminars is mandatory pole that for power obtain the punctuation of the work a student owes to assist how minimum to 80% of the sessions.	5	A3	B3	C10 C14	D1 D2 D3 D4
Supervised work	The work will be in group and will consist in the development of a project that will concretize in 5 relative tasks it a plan of marketing of a company/product/sector proposed pole professor. The assistance to the seminars is mandatory pole that for power obtain the punctuation of the work a student have to assist minimum to 80% of the sessions.	20	A3	B3	C10 C14	D1 D2 D3 D4
Objective questions exam	It treats of an examination to final of course guided to the application of the concepts developed in the subject. It is necessary to reach an approved in this proof to approve the subject.	70	A3	B3	C10 C14	

Other comments on the Evaluation

More information about evaluation is available in Faitic.

The system is a classroom-based training. Then, students have to assist to the theoretical and practical sessions in the schedule established by the centre.

The evaluation system has been designed around two elements:

a) Practical. The qualification will be maximum 3 points.

b) Theoretical. A written exam that it will realize in the official timetable. The maximum punctuation will be: 7 points.

In order to be able to pass the subject, it is required to obtain at least a qualification of 3,5 points in the evaluation of the theoretical part.

EXTRAORDINARY CALL /JULY

1. The evaluation procedure in the second edition (July) is the same that in the first.

2. If the subject is not surpassed during the academic course, students will have to repeat the subject again according to the new guide criteria in the academic course in question. The qualifications will not be maintained.

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

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SANTESMASES MESTRE, M.; MERINO, M.J.; SANCHEZ, J. Y PINTADO, T., **Fundamentos de marketing.**, Pirámide, 2009

Complementary Bibliography

ALONSO RIVAS, J., **El Comportamiento del consumidor : decisiones y estrategia de marketing**, 7ª Edición, ESIC, 2013

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GONZÁLEZ, E. Y ALÉN, E., **Casos de dirección de marketing.**, Pearson/ Prentice Hall, 2005

ILDEFONSO, E. Y ABASCAL, E., **Fundamentos y técnicas de Investigación Comercial.**, 11ª Edición, ESIC, 2009

KOTLER, P.; LANE KELLER, K.; CÁMARA, D. e MOLLÁ, A., **Dirección de Marketing**, 12ª Edición, Pearson- Prentice Hall, 2006

LANE KELLER, k, **Administración estratégica de la marca.**, 3ª Edición, Pearson, 2008

LIBEROS, E Y OTROS, **El libro del comercio electrónico**, ESIC, 2011

MONTERA; Mª. 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.**, 6ª Edición, Pirámide, 2012

SOLÉ MORO. M.L., **Comercio electrónico: un mercado en expansión.**, ESIC, 2000

VAZQUEZ CASIELLES, R. Y TRESPALACIOS J.A., **Marketing: Estrategias y Aplicaciones Sectoriales.**, 4ª edición, Civitas, 2005

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