



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	#EnglishFriendly Spanish Galician			
Department				
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	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.			

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. Consumer behaviour. 4.4. The nature of market segmentation.
5. MARKETING MIX	5.1. PRODUCT, SERVICES AND BRANDS. 5.1.1. Product as a marketing element. 5.1.2. Brand, the packaging and label. 5.1.3. Product life-cycle. 5.1.4. Product positioning strategies. 5.2. PRICING DECISIONS. 5.2.1. The nature of pricing. 5.2.2. Identifying pricing constraints. 5.2.3. Strategies of prices. 5.3. DISTRIBUTION DECISIONS. 5.3.1. Concept and functions of distribution. 5.3.2. Designing the distribution channels. 5.3.3. Characteristics of the existing distribution system. 5.4. 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	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 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	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.
Mentored 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	Development of exercises, test of review, visualisation of *videos in the classroom. It will value the assistance, the participation and the in public made presentations.	5	A2 B2 C10 D1 A3 B3 D2 D3 D4
Autonomous problem solving	Proofs that set up in the practical classes and are developed of autonomous way by the student out of the classroom. The student has to solve a series of exercises in the time and conditions established by the professor. The total punctuation of this epigraph will deliver between the assistance to class and the total number of exercises that pose . These exercises will have to go up to *FAITIC and the term of delivery will be determined by the professor. The assistance to the practical is compulsory by what to be able to obtain the punctuation of the work a student has to assist like minimum to 80% of the sessions.	5	A3 B3 C10 D1 C14 D2 D3 D4
Mentored work	The work *tutelado will be in group and will consist in the development of a project that will concretise in the delivery of 5 relative tasks to the development of a plan of marketing of a company/product of the industrial state proposed by the professor. The note that obtain each student in this epigraph will be the note of the work *grupal but will be able to see modified by his participation so much in the work as in the seminars. So much the forming of the groups like the company will be determined in the first session of seminar (according to official calendar) under the supervision of the educational. Those students that do not attend to the first session of seminar, will have of term until the second session to join to a group, always previous acceptance by part of the educational. Those students that arrived this second session (according to official calendar) are not included in any group will not have right to make the work, not to contemplating in this case any compensatory activity. The assistance to the seminars is compulsory by what to be able to obtain the punctuation of the work a student has to assist like minimum to 80% of the sessions.	20	A3 B3 C10 D1 C14 D2 D3 D4
Objective questions exam	It treats of one proof (70%) or two proofs (35% each one) oriented to check the level of assimilation of the concepts developed in the subject. It is necessary to reach a punctuation of 3,5 points between all of them to past and to sum the punctuation obtained in the rest of the avaluation methodologies.	70	A3 B3 C10 C14

Other comments on the Evaluation

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

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

CUBILLO PINILLA, J.M; CERVIÑO FERNÁNDEZ, J., **Marketing sectorial**, ESIC, 2008

- ESTEBAN, A Y OTROS, **Principios de marketing.**, 3ª Edición, ESIC, 2008
- 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

Contingency plan

Description

=== EXCEPTIONAL MEASURES SCHEDULED ===

In front of the uncertain and unpredictable evolution of the sanitary alert caused by the COVID- 19, the University establishes an extraordinary planning that will activate in the moment in that the administrations and the own institution determine it attending to criteria of security, health and responsibility, and guaranteeing the teaching in a no face-to-face stage or no totally face-to-face. These already scheduled measures guarantee, in the moment that was prescriptive, the development of the teaching of a way but agile and effective when being known in advance (or with a wide antelación) by the students and the profesorado through the tool normalised and institutionalised of the educational guides DOCNET.

=== ADAPTATION OF The METHODOLOGIES ===

*Educational Methodologies that keep.

They keep the same methodologies since they are adaptable to the no face-to-face teaching. It will make a more intensive use of the platform Moodle to guide to students in their learning. They will be offered more didactic resources and a timetable clear of the put the disposal of the educational materials and of the tasks that will have to make.

* Educational methodologies that modify.

Anyone.

* Mechanism in the face-to-face of attention to the students.

The students attention will be made by telematic means (email, videoconference, forums of Fatic, ...) Under the modality of previous appointment.

*Modifications (yes proceed) of the contents to give.

They do not proceed.

* Additional bibliography to facilitate the car-learning.

Any.

=== ADAPTATION OF THE EVALUATION ===

The evaluation in base to "Resolution of problems in the classroom" (5%) will be suppresses and "Resolution of problems of

autonomous work" will have a weight of 10%.

The evaluation by means of examination keeps but enable two proofs of 35% of weight each one.
