



IDENTIFYING DATA

Marketing Management I

Subject	Marketing Management I			
Code	O04G020V01403			
Study programme	Grado en Administración y Dirección de Empresas			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	2nd
Teaching language	Spanish Galician			
Department				
Coordinator	Rodríguez Comesaña, Lorenzo			
Lecturers	Alén González, María Elisa Rodríguez Comesaña, Lorenzo			
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Web				
General description	<p>This subject connects the student with basic aspects of marketing to know and understand the market and the consumers of a company. Specifically, the Dirección Comercial I course aims to delve into the study of strategic marketing and market analysis and planning tools in order to develop successful strategies for companies in the market.</p> <p>English Friendly subject: International students may request from the teachers: a) resources and bibliographic references in English, b) tutoring sessions in English, c) exams and assessments in English.</p>			

Training and Learning Results

Code	
B1	Ability to analyse and synthesise
B5	Oral and written communication skills.
B9	Ability to work effectively within a team
B13	Capacity for learning and independent work
C6	Acquire and understand knowledge regarding: The different processes, procedures and practices related to business management
C14	Draw up plans and policies in the different functional areas within organisations

Expected results from this subject

Expected results from this subject	Training and Learning Results	
Have knowledge about the current content of marketing and its role in organizations, in order to develop plans and policies in the company		C6 C14
Analysis, communication, responsibility and commitment skills	B1 B5 B9 B13	C6 C14

Contents

Topic	
1. Introduction to marketing	1.1. Definition and marketing concept 1.2. Focus on the customer and loyalty management
2. Marketing planning	2.1. The strategic marketing plan 2.2. Marketing Strategies
3. Potential market, demand and market share	(*)2.1. Definition. Market concept 2.2. Potential market 2.3. Market share ratios
4. Marketing research	4.1 Introduction 4.2. SIM 4.3. Marketing research

5. Consumer behavior	5.1 Concept 5.2 Influencing factors 5.3 Consumer behavior process
6. Market segmentation and positioning	5.1. Segmentation 5.2. Segmentation process and positioning strategies

Planning			
	Class hours	Hours outside the classroom	Total hours
Lecturing	30	30	60
Problem solving	15	15	30
Seminars	5	10	15
Objective questions exam	2	43	45

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

Methodologies	
	Description
Lecturing	Presentation by the teacher of the contents on the subject under study, theoretical and / or guidelines for a job, exercise or project to be developed by the student.
Problem solving	Activity which formulated problem and / or exercises related to the course. The student should develop appropriate solutions or right through the exercise routines, application of formulas or algorithms, application processing procedures available information and interpretation of the results. It is often used to complement the lecture.
Seminars	Activity focused on the work on a specific topic, which allows to deepen or complement the contents of the subject. They can be used as a complement to the theoretical classes.

Personalized assistance	
Methodologies	Description
Seminars	They are going to be used as a complement to the theoretical classes. Doubts raised by students will be answered. Previously arranged by e-mail.

Assessment				
	Description	Qualification	Training and Learning Results	
Lecturing	Attending the lecturing sessions	1	C6	C14
Problem solving	Test in which the student must solve a series of problems and / or exercises in a time / conditions set / as by the teacher. None of the tests or activities that make up the different EC tasks will account for more than 40% of the final grade for the subject by themselves.	59	B1 B5 B9 B13	C6 C14
Objective questions exam	Tests that assess knowledge that includes closed with response alternatives questions (true/false, multiple choice, matching of elements...). Students select a response among a limited number of possibilities.	40	B1	C6 C14

Other comments on the Evaluation

Students may choose to be assessed through the Continuous Assessment (CA) system or, alternatively, opt for a Global Assessment (GA) test. The preferred assessment is the CA. Students may choose GA according to the procedure and the period established by the center. Choosing EG means waiving the right to continue evaluating through the remaining CA activities and the grade obtained up to that moment in any of the tests that have already been taken.

CONTINUOUS ASSESSMENT (CA)

- There will be several exercises and cases linked to the classes. None of the tests or activities that make up the different EC tasks will account for more than 40% of the final grade for the subject by themselves.
- The final grade for the course (for first opportunity) will be the sum of the grade obtained in the evaluation tests carried out throughout the semester (with a weighting of 60% of the total), and the grade obtained in a last test that will coincide with the dates of the GA (with a weighting of 40% of the total).
- The final grade for the course (in case second opportunity) will be the sum of the grade obtained in the evaluation tests carried out throughout the semester (with a weighting of 60% of the total), and the grade obtained in a last test that will coincide with the dates of the second opportunity GA (with a weighting of 40% of the total).
- To pass the subject it will be necessary to obtain a minimum score of five points (5/10), being an essential condition to obtain at least 50% of the score in the last evaluation exam.

OVERALL ASSESSMENT (GA)

- As an alternative to the continuous assessment system, the student body may choose to be assessed with a final exam that will account for 100% of the grade. Both in the ordinary and in the extraordinary call, in this test there will be two parts, one of theoretical content (5 points), and another of practical content (5 points). To measure the student's communication skills, it can be established that one or both of the tests are carried out orally.
- To pass the subject it will be necessary to obtain a minimum score of five points, being an essential condition to have a minimum of 45% of the score in each of the two parts of the final test.

NO SHOW

- Students who do not participate in the EC or the EG will appear in the minutes as [Not Present].

END OF CAREER

- In the End of Degree call, the exam is 100% of the grade. There will be two parts, one of theoretical content (5 points), and another of practical content (5 points).
- To measure the student's communication skills, it can be established that one or both of the tests are carried out orally.
- To pass the subject it will be necessary to obtain a minimum score of five points, being an essential condition to have a minimum of 45% of the score in each of the two parts of the final test.

ADDENDUM

- The date and time of the exams can be consulted on the website of the faculty in the section on teaching organization. Exames | Facultade de Ciencias Empresariais e Turismo (uvigo.es)
- Students are recommended to take into account Title VII (Do uso de medios ilícitos), del Regulamento sobre a Avaliación, a calificación e a calidade da docencia e do proceso de aprendizaxe do estudantado | Secretaría Online Universidade de Vigo (uvigo.gal)
- This teaching guide anticipates the lines of action that must be carried out with the student of the subject and is conceived in a flexible way. Consequently, it may be necessary to make adjustments throughout the academic year promoted by the dynamics of the class and the real target group, or by the relevance of the situations that could arise. Likewise, the information, guidelines and 100% of the specific qualification that are necessary at each moment of the training process will be provided to the student body

Sources of information

Basic Bibliography

Philip Kotler y Gary Armstrong, **Principios de Marketing**, 17ª, Pearson, 2018

Philip Kotler and Gary Armstrong, **Principles of Marketing**, 18, Pearson, 2020

Complementary Bibliography

Philip Kotler y Gary Armstrong, **Dirección de marketing**, 15ª, Pearson, 2016

Lopez, MJ, **Marketing estratégico**, Pearson, 2013

Gonzalez Vazquez, E y otros, **Manual práctico de marketing**, Pearson, 2014

Esteban Talaya, A.; Mondéjar Jiménez, J.A., **Fundamentos de marketing**, 1, ESIC, 2013

Santesmases, M., **Marketing. Conceptos y estrategias**, 6ª, Pirámide, 2012

Recommendations

Subjects that continue the syllabus

Marketing Management II/O04G020V01502

Commercial Research/O04G020V01701

Subjects that it is recommended to have taken before

Business: Business management/O04G020V01203

Other comments

This educational guide anticipates the lines of performance that have to carry out with the student in the matter and conceives of flexible form. In consequence, can require readjustments along the academic course promoted by the dynamics

of the class and of the group of real addressees or by the importance of the situations that could arise. Likewise, it will contribute to the students the information and concrete guidelines that they are necessary in each moment of the formative process.

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