



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			
Department				
Coordinator	Dopico Parada, Ana Isabel			
Lecturers	Dopico Parada, Ana Isabel			
E-mail	adopico@uvigo.es			
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	(*)Que os estudantes saiban aplicar os seus coñecementos ó seu traballo ou vocación dunha forma profesional e posúan as competencias que adoitan demostrarse por medio da elaboración e defensa de argumentos e a resolución de problemas dentro da súa área de estudo.			
A3	(*)Que os estudantes teñan a capacidade de reunir e interpretar datos relevantes (normalmente dentro da súa área de estudo) para emitir xuízos que inclúan unha reflexión sobre temas relevantes de índole social, científica ou ética.			
B2	(*)Competencia interpretativa da comunicación: capacidade de analizar os elementos da comunicación e xerar os coñecementos nesta disciplina.			
B3	(*)Competencia interpretativa do entorno: capacidade para interpretar, analizar e interpretar o entorno económico, político, socio-cultural, tecnolóxico e comunicativo			
C10				
C14				
D1				
D2	(*)Competencias creativas: capacidade para a creatividade, a innovación e a adaptación ao cambio			
D3				
D4				

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	
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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 communication process 8.2. The mix of communication: advertising, public relations, direct marketing, sales promotion and personal selling.

Planning

	Class hours	Hours outside the classroom	Total hours
Master Session	22	53	75
Autonomous troubleshooting and / or exercises	16	29	45
Tutored works	11	18	29
Short answer tests	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
Master Session	Presentation by the professor of the content of the subject as well as the theoretical bases.
Autonomous troubleshooting and / or exercises	Problems and exercises related with the subject. The student has to develop the suitable solutions by means of the application of formulas and the interpretation of results.
Tutored works	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
Master Session	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 troubleshooting and / or exercises	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.

Tutored works	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.
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Assessment		Qualification	Training and Learning Results			
	Description					
Autonomous troubleshooting and / or exercises	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.	10	A3	B3	C10 C14	D1 D2 D3 D4
	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.					
Tutored works	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.	20	A3	B3	C10 C14	D1 D2 D3 D4
	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.					
Short answer tests	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

This subject imparts in regime PRESENCIAL put that the students owe to assist to the theoretical sessions and practices in the time established pole centre. This supposes that the only system of evaluation is the contemplated in this guide. The system of evaluation of the subject supports in two elements:

1) Overrun of the practical part, with the realization of the activities planned, the assistance to kinds and the participation in the same. The qualification will be of maximum 3 points and will not be able to be improved stop the announcement of July since they cater of the work developed during it study.

2) Overrun of the theoretical part, by means of an examination writing that will realize in the date pointed out pole centre. The maximum punctuation will be of 7 points.

The students to the that result them impossible assist to the practical kinds will owe to put in contact with the professor during it first fortnight of course. In order to approve the subject is necessary to obtain at least a qualification of 3,5 points in the examination of the theoretical part. In the case of not pass the exam, the practise cualifications will not be taking into accout.

Sources of information

Basic Bibliography

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

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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

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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
