

Teaching guide

IDENTIFICATION DETAILS

Degree:	Marketing		
Field of Knowledge:	Social and Legal Science		
Faculty/School:	Law, Business and Governance		
Course:	BASICS OF MARKETING		
Type:	Compulsory	ECTS credits:	6
Year:	1	Code:	7611
Teaching period:	First semester		
Area:	Strategic Marketing		
Module:	Development and practical application of knowledge acquired		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	150		

SUBJECT DESCRIPTION

La asignatura "Fundamentos del Marketing" forma parte de la materia titulada "Marketing Estratégico" y es, como indica su nombre y su posición cronológica en el primer semestre del Grado, la asignatura que pone los fundamentos de las otras nueve asignaturas que configuran esta materia y, de manera muy especial, de la asignatura de "Marketing Operativo".

El programa de Fundamentos de Marketing pretende (1) familiarizar al alumno con los principios básicos del marketing, así como (2) transmitir las herramientas principales para diseñar e implementar una estrategia de marketing coherente.

La asignatura tiene como enfoque el marketing centrado en la persona, como objeto y sujeto de la toma de

decisiones en marketing. Siendo un curso introductorio, se adoptará una perspectiva amplia a la hora de abordar los temas, de forma que el alumno tenga una visión panorámica e integradora de la materia.

SKILLS

Basic Skills

Students must have demonstrated knowledge and understanding in an area of study that is founded on general secondary education. Moreover, the area of study is typically at a level that includes certain aspects implying knowledge at the forefront of its field of study, albeit supported by advanced textbooks

Students must be able to apply their knowledge to their work or vocation in a professional manner and possess skills that can typically be demonstrated by coming up with and sustaining arguments and solving problems within their field of study

Students must have the ability to gather and interpret relevant data (usually within their field of study) in order to make judgments that include reflections on pertinent social, scientific or ethical issues

Students must be able to convey information, ideas, problems and solutions to both an expert and non-expert audience

Students must have developed the learning skills needed to undertake further study with a high degree of independence

General Skills

Capacity for analytical, synthetic thought applied to business decision-making.

To possess initiative, creativity and entrepreneurial spirit.

To be aware of social and environmental issues.

To understand marketing and enterprise as a service for the people within a company and society in general.

Specific skills

To be familiar with and analyse those market forces affecting business activity.

To develop criteria for problem-solving and decision-making both on a professional and personal level.

To be able to orientate products and services developed by a company as a means of bettering society.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
60 hours	90 hours