

# Teaching guide

## IDENTIFICATION DETAILS

Degree:	Biotechnology		
Scope	Biology and Genetics		
Faculty/School:	Experimental Sciences		
Course:	MARKETING		
Type:	Optional	ECTS credits:	3
Year:	4	Code:	2048
Teaching period:	Seventh semester		
Subject:	Company		
Module:	Social, Historical and Economic Aspects of Biotechnology		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

## SUBJECT DESCRIPTION

The demands of the market and the customer's profitable buying behavior, as well as the constant and rapid evolution of Business Units (UNE's), force marketing professionals to renew and update content, techniques and instruments that allow them to face an increasingly competitive and globalized scenario. This course will allow us to know and evaluate the methodology used by organizations to modulate their functional structures in business areas oriented to customers and products and, on the other hand, to integrate quality into service as a differential success factor to achieve business excellence. The course provides Biotechnology students with knowledge of new planning tools and techniques aimed at implementing strategy and personal development of analytical skills to successfully face new situations in the competitive environment.

Marketing today is not only a discipline with a business purpose, but, understood from a holistic point of view, it

satisfies multiple facets of personal development and its projection to society. Let's think of personal and professional development as a journey in which we have to have full knowledge of the place of departure, the destination, the means at our disposal, the alternatives, etc. Because marketing planning is nothing more than the systematic one that helps us to carry out this trip with the greatest guarantees of success.

In the Biotechnology field, Marketing completes professional and personal development by providing students with tools for their projection to the market, understanding the latter not only in the business sense, but also in a professional sense.

The marketing function is based on knowledge of the customer (the recipient of our work) and on the development of a differentiated value proposition that responds to the customer's needs. In this sense, marketing is the one who must guide personal, professional and business activity and its knowledge constitutes a very important tool for biotechnology professionals who are going to participate in the process of developing and commercializing products of this type.

The course aims to familiarize students with basic marketing concepts, techniques and skills, always applied to companies in the biotechnology sector and from a practical perspective.

## GOAL

It is intended that, upon completing the course, the student, with the support of the teacher, integrates marketing concepts and techniques in companies in the pharmaceutical, biotechnology and other related sectors, as well as in their personal and professional development.

The specific aims of the subject are:

That the student assimilate and integrate knowledge and tools to develop a plan for the commercialization of biotechnological products.

That the student is qualified in their professional activity to carry out marketing activities in the biotechnology sector.

That students integrate the function of marketing in their personal and professional development and their projection to society

## PRIOR KNOWLEDGE

Prior specific knowledge is not required, but a holistic view of professional activity in the biotechnology field is required for use in the marketing function.

## COURSE SYLLABUS

1. Introduction to Marketing

- Basic concepts: definitions, evolution, functions, value, types of markets (B2C, B2B...), relationships, marketing mix...
- Segmentation decisions, choice of the target audience and positioning.
- The role of Marketing in the organization
- Case: Good Marketing

## 2. The Strategic Marketing Plan

- Analysis tools
- Types of strategies
- Plan structure
- Case: Analysis of a Marketing Plan

## 3. Market Research

- The environment
- Market research techniques
- Case: The customer experience

## 4. Marketing Mix

- Product design and launch
- Pricing decisions
- Access to the market and distribution channels
- Communication and digital media
- Case: Digital Marketing Plan

## 5. The Business Process

- The relationship with the customer
- The sales plan

## EDUCATION ACTIVITIES

The contents of the signature are organized in blocks whose work scheme includes different activities. Basically, the methodology used will consist of a combination of 3 class types:

- Participatory expository class on those topics where necessary.
  - Flipped Classroom, in which students must work on different topics from the program.
  - Project-based learning: students must carry out different cases in groups and throughout classes, which they must present in class.
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- Class attendance is considered essential for the best use of the subject.
  - Students will be provided with notes and complementary learning materials through Canvas.
  - Tutoring: at the request of the student, to deal with specific issues and to guide the learning of the subject.

## DISTRIBUTION OF WORK TIME

TEACHER-LED TRAINING ACTIVITIES	INDIVIDUAL WORK
34 Horas	41 Horas

## 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

To acquire firm theoretical, practical, technological and humanistic training needed to develop professional activity.

To be aware of the theoretical and practical foundations underpinning the conception of enterprise, its organization, its operation, the obtainment of returns and organisational structure.

To understand the ethical implications of professional and personal activity.

Capacity for teamwork and group management.

To have acquired the ability for analytical, synthetic, reflective, critical, theoretical and practical thought.

To develop an ability to search for, take in, analyze, sum up and relate information.

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## **Specific skills**

Explain economic activity and the market in which biotechnological activity is carried out.

Identify the unique characteristics of the biotechnology company in common topics such as Finance, HR, Costs, Quality, Communication.

Plan the commercialization of a product or service based on market research techniques.

Ability to communicate the knowledge acquired orally and in writing.

Know how to negotiate and sell a personal project.

## LEARNING RESULTS

It understands the behavior of markets related to pharmacy and biotechnology and of the agents involved.

He is fluent in the basic concepts and techniques related to marketing, both in its strategic dimension and in its more operational dimension, focused on the pharmacy and biotechnology sector.

Understand the advantages of using commercial research tools in the product commercialization process.

Develop and present the plan for launching a product, integrating the different variables of the marketing mix.

It enables students to carry out their professional activities to carry out marketing activities in the pharmaceutical/biotechnology sector.

## LEARNING APPRAISAL SYSTEM

1.- The evaluation system for the ORDINARY CALL includes the following components:

- IF 1. Evaluation of the theoretical content of the subject: 65%
- IF 3. Evaluation of works: 30%
- IF 4. Participation in class debates: 5%

The notes that are kept until the 2nd call (if applicable).

Students with an Academic Exemption that exempts them from attending class will follow the same evaluation scheme, must submit activities throughout the course, and attend objective written tests.

2.- For EXTRAORDINARY CALLS (this section is aimed at repeaters, who do not use the ordinary system) the grade will be the result of averaging the grade from works/tasks assigned by the teacher (35%), and of an exam on the contents of the entire subject (65%). Students in second or subsequent enrollment must contact the teacher to request to take advantage of this system

Plagiarism, as well as the use of illegitimate means in evaluation tests, will be sanctioned in accordance with those established in the Evaluation Regulations and the University's Coexistence Regulations.

All tests susceptible to evaluation will be subject to the provisions of the UFV Evaluation Regulations.

## ETHICAL AND RESPONSIBLE USE OF ARTIFICIAL INTELLIGENCE

- 1.- The use of any Artificial Intelligence (AI) system or service shall be determined by the lecturer, and may only be used in the manner and under the conditions indicated by them. In all cases, its use must comply with the following principles:
  - a) The use of AI systems or services must be accompanied by critical reflection on the part of the student regarding their impact and/or limitations in the development of the assigned task or project.
  - b) The selection of AI systems or services must be justified, explaining their advantages over other tools or methods of obtaining information. The chosen model and the version of AI used must be described in as much detail as possible.
  - c) The student must appropriately cite the use of AI systems or services, specifying the parts of the work where they were used and describing the creative process followed. The use of citation formats and usage examples may be consulted on the Library website([https://www.ufv.es/gestion-de-la-informacion\\_biblioteca/](https://www.ufv.es/gestion-de-la-informacion_biblioteca/)).
  - d) The results obtained through AI systems or services must always be verified. As the author, the student is responsible for their work and for the legitimacy of the sources used.
- 2.- In all cases, the use of AI systems or services must always respect the principles of responsible and ethical use upheld by the university, as outlined in the [Guide for the Responsible Use of Artificial Intelligence in Studies at UFV](#). Additionally, the lecturer may request other types of individual commitments from the student when deemed necessary.
- 3.- Without prejudice to the above, in cases of doubt regarding the ethical and responsible use of any AI system or service, the lecturer may require an oral presentation of any assignment or partial submission. This oral evaluation shall take precedence over any other form of assessment outlined in the Teaching Guide. In this oral defense, the student must demonstrate knowledge of the subject, justify their decisions, and explain the development of their work.

## BIBLIOGRAPHY AND OTHER RESOURCES

### Basic

Kotler, Philip (1931-) Marketing Management [Electronic Resource]/15th. London: Pearson Education, 2019.