

Teaching guide

IDENTIFICATION DETAILS

Degree:	Biotechnology		
Field of Knowledge:	Science		
Faculty/School:	Experimental Science		
Course:	MARKETING		
Type:	Optional	ECTS credits:	3
Year:	4	Code:	2048
Teaching period:	Seventh semester		
Area:	Company		
Module:	Social, Historic and Economic Aspects of Biotechnology		
Teaching type:	Classroom-based		
Language:	Spanish		
Total number of student study hours:	75		

SUBJECT DESCRIPTION

El Marketing hoy en día no sólo es una disciplina con finalidad empresarial, sino que, comprendida desde un punto de vista holístico, satisface múltiples facetas del desarrollo personal y su proyección a la sociedad. Pensemos el desarrollo personal y profesional como un viaje en el que tenemos que tener pleno conocimiento del lugar de partida, del destino, de los medios de los que disponemos, de las alternativas, etc. Pues la planificación de marketing no es más que la sistemática que nos ayuda a realizar este viaje con mayores garantías de éxito. En el ámbito Biotecnológico, el Marketing completa el desarrollo profesional y personal dotando al alumno de herramientas para su proyección al mercado, entendiendo éste no sólo en el sentido empresarial, sino profesional.

La función de marketing se basa en el conocimiento del cliente (el destinatario de nuestro trabajo) y en la elaboración de una propuesta de valor diferenciada y que responda a las necesidades del cliente. En este sentido el marketing es quien debe orientar la actividad personal, profesional y empresarial y su conocimiento se constituye en una herramienta muy importante para los profesionales del área de la biotecnología que vayan a participar en el proceso de desarrollo y comercialización de productos de este tipo.

La asignatura pretende familiarizar a los alumnos con los conceptos, técnicas y habilidades básicas de marketing, siempre aplicadas a empresas del sector biotecnológico y desde una perspectiva práctica.

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

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 organisation, 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, analyse, sum up and relate information.

Specific skills

To present the economic activity and market in which biotechnological activity unfolds.

To identify the unique characteristics of the biotechnology company in areas such as finance, HR, costs, quality and communication.

To plan the marketing of a product or service based on market study techniques.

Capacity for written and oral communication of the knowledge acquired.

To be able to negotiate and sell a personal project.

DISTRIBUTION OF WORK TIME

CLASSROOM-BASED ACTIVITY	INDEPENDENT STUDY/OUT-OF-CLASSROOM ACTIVITY
34 hours	41 hours