



COURSE DATA

DATA SUBJECT

Code: 35801
Name: Marketing
Cycle: OCU Studies / Undergraduate Studies
ECTS Credits: 6
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Facultat d'Economia	2	First quarter, Second quarter
1330 - Degree in Business Management and Administration (Ontinyent)	Facultat d'Economia	2	Second quarter
1921 - Double Degree Program BMA and Law	Facultat d'Economia	3	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	Foundations of marketing and market research	COMPULSORY
1330 - Degree in Business Management and Administration (Ontinyent)	Fundamentals of marketing research	COMPULSORY
1921 - Double Degree Program BMA and Law	Year 3 compulsory subjects	COMPULSORY

COORDINATION

TRONCH GARCIA DE LOS RIOS JOSE EDUARDO

SUMMARY

The subject of Marketing pursues as a general objective that the student acquires a series of knowledge, skills, competences and abilities that can be useful for the study of the rest of subjects related to Marketing and Market Research and with the future professional practice of the student.

The general training objective mentioned above is specified in the following specific objectives:

- That the student is able to identify and define the main concepts and applications of Marketing, on which a solid and complete training on Marketing and Market Research is based.
- That the student has an overview of the most recent elements of change in the field of Marketing.



- That the student is able to distinguish the main concepts related to the four commercial policies or variables of the marketing mix (i.e. product, distribution, communication and price).
- That the student adequately applies theoretical knowledge to the resolution of practical cases, the interpretation of readings and the realization of activities, both individual and in groups, which constitute the practical part of the subject.
- That the student is able to design a set of operative decisions to launch a new product to market.
- That the student acquires the ability to efficiently use different instruments and applications of Artificial Intelligence, encouraging the search for sources of proven information and critical thinking.

In short, it is about offering an overview of the basic concepts and main applications of marketing, as well as the main decisions at the operational marketing level.

IMPORTANT!

ACADEMIC HONESTY

The conduct consisting of copying in an exam or plagiarizing an evaluable work either of the current course or previous ones, is contrary to the duties of the students included in both the state and internal regulations of the University of Valencia. The immediate consequence of this type of conduct will be, in any case, scoring a zero and the failure in the subject, in accordance with the *Reglament d'Avaluació i Qualificació* (hereinafter REC) approved by the *Consejo de Gobierno de la UV* of May 30, 2017 (art. 13.5); the *Estatuto del Estudiante Universitario* approved by RD 1791/2010, of 30 December; and the *Carta de Drets i Deures dels Estudiants de la Universitat de València* approved by Agreement of the *Consejo de Gobierno* of 19 October 1993 and modified by ACG of 30 April 1998. In this case, potential passed scores, if any, will not be kept for the second call. In this case, practices in second call will have to be pass through a practical exam.

All students are expressly informed that mobile phones or electronic devices or documents (smart watches, personal computers, digital tablets, etc.) of any kind may not be used during any evaluable test. Violation of this elementary rule will result in the expulsion of the student from the place where it takes place and his numerical score zero (art. 13.6). The use of laptops, digital tablets or similar is allowed for note taking or viewing of teaching material.

The aforementioned measures will be applied regardless of the disciplinary procedure that may be initiated against the student and the sanction that is appropriate in accordance with the regulations in force (REC, art. 13.7).

ARTIFICIAL INTELLIGENCE

Students in the Marketing course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards. See document *Pautas para el uso adecuado de la IA* in virtual classroom.



CONTINUOUS EVALUATION

This subject has a part of continuous assessment that cannot be recovered (up to 1 point of theory and up to 5 points of practices); that is, the student must deliver them throughout the course, according to the teacher's indications. Failure to complete them at the appropriate time does not allow for the design of a written test (exam or equivalent) capable of assessing the learning results of these activities. The reason for not being recoverable is the nature of the activities proposed (teamwork, classroom work, convenience of the proposed exercise, etc.) seeking the acquisition of knowledge and certain skills by the student and that allow both the student and the teacher to monitor a periodic follow-up of the learning progress (Reglamento de Evaluación y Calificación de la Universitat de València, art. 6, May 30, 2017).

COINCIDENCE IN THE DATE OF EXAMS

In the case of coincidence in the date of the exam of this subject with another subject, it is reminded that it will be in accordance with the provisions of the Reglamento de Evaluación y Calificación de la Universitat de València (May 30, 2017) arts. 9.2 and 9.3. The official exam dates are published on the website of the Facultat d'Economia and at the virtual classroom since the beginning of the academic year.

academic year.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No prior knowledge is required.

COMPETENCES / LEARNING OUTCOMES

1313 - Degree in Business Management and Administration

Be able to adapt to new situations.

Be able to analyse and search for information from different sources.

Be able to apply economic principles for the diagnosis and resolution of social problems such as immigration, discrimination and others that affect society and the market.

Be able to contribute positively to raising awareness of environmental and social issues and to overcoming all forms of discrimination, as essential factors for economic development and poverty alleviation.

Be able to coordinate activities.

Be able to learn autonomously.



Be able to make decisions.

Be able to solve problems.

Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.

Be able to use ICTs in the field of study.

Be able to work in a team.

Demonstrate capacity for analysis and synthesis.

Have critical and self-critical capacity.

Have initiative and entrepreneurial spirit.

Have organisation and planning skills.

Manage time effectively.

Show commitment to ethics and social responsibility.

Show creativity.

Show leadership and skills for mobilising the capacities of others.

Show motivation for quality.

DESCRIPTION OF CONTENTS

1. Marketing role in the company

- 1.1.- The role of marketing in the strategic planning
- 1.2.- The marketing process
- 1.3.- Ethics in marketing
- 1.4.- Marketing planning

2. Marketing environment analysis

- 2.1.- Company immediate environment and micro-environment
- 2.2.- Concurrence analysis
- 2.3.- Consumer behaviour and buying decision process
- 2.4.- External and internal factors influencing consumer behaviour



3. Market segmentation, differentiation and positioning

- 3.1.- Market segmentation: offline and online environments
- 3.2.- Segmentation strategies
- 3.3.- Differentiation strategies
- 3.4.- Positioning strategies

4. Introduction to marketing mix

- 4.1.- Designing marketing offer
- 4.2.- Product
- 4.3.- Promotion
- 4.4.- Placement
- 4.5.- Price

5. Product and branding strategies

- 5.1.- Nature of products and services
- 5.2.- Decisions on products and services
- 5.3.- Branding strategies
- 5.4.- The product lifecycle and marketing mix

6. Communication strategies

- 6.1.- The offline and online communication processes
- 6.2.- Advertising
- 6.3.- Sales promotion
- 6.4.- Public relations
- 6.5.- Personal selling
- 6.6.- Direct marketing
- 6.7.- Electronic marketing and online communication

7. Marketing channel strategies

- 7.1.- Characteristics of distribution channels
- 7.2.- Distribution channel design and management
- 7.3.- Retailers and wholesalers: functions
- 7.4.- Online placement characteristics

- 8.1.- Importance of pricing
- 8.2.- Pricing methods



8. Pricing strategies

- 8.1.- Importance of pricing
- 8.3.- Pricing strategies
- 8.4.- Changing prices
- 8.5.- Implications for the price in the digital environment

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	30,00
Classroom practices	30,00
Total hours	60,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	30,00
Independent study and work	35,00
Preparation of lessons	10,00
Preparation for assessment activities	5,00
Resolution of case studies	5,00
Total hours	90,00

TEACHING METHODOLOGY

In the methodology of the subject of Marketing a series of activities to be developed in the classroom are contemplated, as well as actions aimed at promoting the autonomous work of the student. Therefore, it is suggested for the development of theoretical classes the participatory lecture, while for practical classes and autonomous work activities a combination of activities that encourage student involvement in the teaching-learning process is proposed.

Following the basic guidelines of the participatory lecture, the participation of students in the theory sessions will be encouraged, encouraging them to propose examples, counterexamples, experiences, opinions or questions that clarify or illustrate the concepts developed during the teacher's intervention.

Teaching planning adapts to a hybrid model in which teaching will be taught by combining face-to-face and non-face-to-face teaching. The adaptation to this hybrid model includes some of the following activities, proposed as a complement to the theory classes:

- Problems or short cases directly related to the topic in question that can be solved in a period of approximately 15 minutes, individually or in groups



This part represents 50% of the final grade of the subject. It consists of the following:

- Theory exam, which will have a maximum score of 4.0 points and can be carried out by means of a written or oral test. The minimum grade to be achieved in this exam to be able to add the continuous evaluation will be 2.0 points.
- Continuous evaluation of the theoretical sessions: it will be carried out at specific times of the semester following the indication of the teaching staff. Its total weighting is up to 1.0 points. It will consist of the evaluation of the student's progress throughout the course through different tests that may consist of:
 - o Resolution of multiple-choice exercises, including subject matter of one or more topics, which can be carried out through specific tools of the virtual classroom or others.
 - o Problems or short cases related to one or more topics to be solved, preferably individually: comments on current issues, critical analysis of readings or situations, proposed readings, etc.
 - o Testing or resolution of complex cases covering a significant number of topics.
 - o Specific activities to develop outside the classroom
 - o Participation in class.

The teacher will distribute 1.0 points in this section according to their teaching criteria according to the importance of each test, its depth or its difficulty. The score of this continuous assessment is considered as NON-RECOVERABLE, that is, it can only be carried out at the times and deadlines indicated by the teacher during the development of the subject.

The sum of these two sections will constitute the theory mark, which will be considered passed if it reaches a minimum of 2.5 points (provided that at least 2.0 points have been obtained in the exam).

Practical part:

This part represents 50% of the final grade of the subject and its evaluation will be made from the sum of the marks obtained in the following activities:

- Individual practice of the practical sessions based on the reports that the students present individually within the established deadlines (up to 2.0 points). The minimum grade required to pass the individual part is 1.0 points.
- Teamwork consisting of the elaboration, presentation and defense as a team of a set of operational marketing decisions for a company or product/service (up to 3.0 points: 2.5 points for teamwork plus 0.5 points for presentation and defense). The minimum grade required to pass the teamwork part is 1.5 points.

Partial deliveries or deliveries made after the deadline will not be evaluated.

The sum of these two sections (individual practices plus teamwork/s) when both parts are approved will constitute the practical grade. In the event that one of the two parties (or both) failed, the failed part(s) must be recovered. The grade of the passed part, if applicable, will be saved for the second call.

Students who for any reason do not regularly attend the practical sessions will have to present both the



individual practices and the team practice(s) individually under the same terms and conditions as the rest. The maximum mark in these cases, given the impossibility of evaluating the skills related to teamwork, will be 4.0 points (2.0 points for individual practices and 2.0 points for group work carried out individually). The student must communicate this circumstance to the teacher within the first four weeks of the semester.

IMPORTANT ABOUT EVALUATING TEAM PRACTICES

As there is the possibility of developing the Operational Plan individually, the following rules will be taken into account applicable to students who, belonging to a team, do not attend the scheduled teamwork sessions, without excluding other possible measures:

- a) Up to 0.2 points may be subtracted for each session that the student misses up to a maximum of 1.0 points.
- b) The final presentation of the Operational Plan is an assessable team activity. Therefore, non-attendance at this session will be graded with 0 points for the student who does not participate
- c) Students who work individually must also make the final presentation.

SECOND CALL

Students who do not pass the subject in the first call are entitled to a second call.

The grade of the part approved in the first call, theory or practice, is saved for the second call (not for subsequent years).

Theoretical part:

To pass the theory in the second call it will be necessary to pass an exam, the score of this exam (up to 4.0 points, in which at least 2.0 points must be achieved) plus the mark of the non-recoverable continuous assessment that will be maintained from the first call add up to at least 2.5 points.

As in the first call, this exam can be carried out by means of a written or oral test.



Practical part:

In order to pass the practical part in the second call, it will be necessary to submit, at the latest on the day of the official call for the second call and with the prior knowledge and authorization of the professor of the subject, all the reports of the internships scheduled in the subject for the second call and which will be prepared by the student individually.

The teacher will inform the students how to present them: face-to-face, in hard copy, electronic format, through the virtual classroom, by email, etc.

The practices to be resolved, both individual and the marketing operational plan, will be conveniently communicated to affected students in a timely manner (by email, through the virtual classroom, etc.).

The practices that are scheduled for the second call do not have to coincide with those listed in the Practical Guide.

The grade obtained in the first call for the group work(s) (operational marketing decisions) is maintained for the second call if it is higher than 1.50 points.

The maximum mark for the practical part in the event that there is no possibility of assessing teamwork skills is 4.0 points (2.0 points for individual practices and 2.0 points for individually developed operational marketing decisions).

The minimum grade required to pass the internship part is 2.5 points.

REFERENCES

- Kotler, P., Armstrong, G. (2018). Principios de Marketing 17ed, Pearson - Kotler, P., Kartajaya, H. Setiawan, I. (2017). Marketing 4.0. Wiley - Kotler, P., Kartajaya, H., Setiawan, I. (2021). Marketing 5.0. Wiley - Kotler, P., Kartajaya, H. Setiawan, I. (2024). Marketing 6.0. El futuro es inmersivo. Ed. Almuzara - Sicília, M., Palazón, M., López, I., López, M. (2021). Marketing en Redes Sociales, ESIC
- Chadley, D., Chadwick, F. (2022). Digital Marketing: Strategy, Implementation and Practice 8ed, Pearson - Chadley, D., Chadwick, F. (2014). Marketing Digital. Estrategia, implementación y práctica. 5ed, Pearson - Kerin, R., Hartley, S. (2023). Marketing 16ed, McGrawHill - Kotler, P., Armstrong, G. (2017). Marketing 16ed, Pearson - Kotler, P., Armstrong, G., Balasubramanian, S., (2024). Principles of Marketing 19ed, Pearson