

**COURSE DATA****DATA SUBJECT****Code:** 44851**Name:** Complementary instruction course III**Cycle:** Master's Degree**ECTS Credits:** 4**Academic year:** 2025-26**STUDY (S)**

Degree	Center	Acad. year	Period
2235 - Master's degree Erasmus Mundus on Work, Organizational and Personnel Psycho	Facultat de Psicologia i Logopèdia	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2235 - Master's degree Erasmus Mundus on Work, Organizational and Personnel Psycho	Additional training courses	COMPULSORY

COORDINATION

GONZALEZ-GALLARZA GRANIZO MARTINA

SUMMARY

Two complementary courses (II and III) (2 x 4 = 8 ECTS) provide education in economics and law, especially oriented to specialists in work psychology, organizations and human resources. These courses have been specially adapted to train the students of the master in contents that are going to be of special use in their future professional practice. This training does not exist in degree studies and therefore is taught in the master as adapted subjects for work, organizational and human resources psychologist: organization of companies, business strategy, labor law and marketing.

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 enrollment restrictions have been specified with other subjects in the curriculum.



COMPETENCES / LEARNING OUTCOMES

2235 - Master's degree Erasmus Mundus on Work, Organizational and Personnel Psycho

Que los estudiantes sean capaces de actualizar y desarrollar sus competencias, conocimientos y habilidades de acuerdo con los cambios de la profesión y los estándares y requisitos de la profesión psicológica, y la normativa nacional y europea.

Que los estudiantes sean capaces de diseñar y gestionar la práctica mediante la cual se prestan los servicios, bien como pequeña empresa o como parte de una empresa privada o pública de mayor tamaño. Incluye aspectos operativos de personal y financieros y requiere liderazgo de los empleados.

Que los estudiantes sean capaces de establecer y mantener relaciones con clientes.

Que los estudiantes sean capaces de establecer y mantener relaciones con otros profesionales y con organizaciones relevantes.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

This course is dedicated to other disciplines related to work, organizational and human resources psychology. The following topics are covered:

- the role of marketing,
- the process of developing a marketing plan,
- the market and the marketing environment,
- consumer behavior,
- market segmentation,
- brand and product decisions, distribution, and communication pricing.

WORKLOAD

**PRESENCIAL ACTIVITIES**

Activity	Hours
Theory	40,00
Total hours	40,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	15,00
Independent study and work	15,00
Preparation of lessons	10,00
Preparation for assessment activities	10,00
Resolution of case studies	10,00
Total hours	60,00

TEACHING METHODOLOGY

The following teaching techniques will be used:

- Lectures
- Oral presentations of students
- Readings
- Guided individual and / or group exercises
- Analysis of articles
- Individual and / or group tutorials

EVALUATION

Students will be evaluated considering the following elements:

1. Quality of oral presentations (15%)
2. Critical analysis of the articles and readings (20%)
3. Tasks to integrate knowledge or analyze a specific topic (45%)
4. Cricital analysis of cases (20%)

The specific instructions for each task and the scoring criteria will be set out in the material provided by each lecturer.



There is no difference between the first and second call. In the second call, the student will have the opportunity to complete any activities that were either not done or were insufficiently completed in the first call, which resulted in a failing grade. All activities are therefore recoverable. Given the nature of the course and its emphasis on competence development, no final exam is planned, as the acquisition of such competences cannot be properly assessed through a traditional examination.

REFERENCES

- Calvo Porral, C. & Stanton, J.L. (2017) Principles of Marketing. Esic Editorial. Madrid
- Kotler, P., & Armstrong, G (2018). Principles of Marketing. Pearson/Prentice Hall, New Jersey
- Kotler, P. & Keller, K.L (2016) Marketing Management (15th Edition) Books Pearson India Education Service.
- Perreault W., D., Cannon J., P., & McCarthy, J. E. (2008). Essentials of Marketing. A Marketing Planning Strategic Approach. Mc Graw Hill.