

COURSE PROGRAM

Academic Year: 2024/2025

Identification and characteristics of the course			
Code	501035	ECTS Credits	6
Course name (English)	Marketing		
Course name (Spanish)	Comercialización		
Degree programs	Degree in Industrial Design and Product Development Engineering		
Faculty/School	Centro Universitario de Mérida		
Semester	8	Type of course	Optional
Module	Optional		
Matter	Management		
Lecturer/s			
Name	Office	E-mail	Web page
Remedios Hernández Linares	37	remedioshl@unex.es	http://campusvirtual.unex.es
Subject Area	Financial Economics and Accounting		
Department	Financial Economics and Accounting		
Coordinating Lecturer			
Competencies*			
CB1. Students have demonstrated knowledge and understanding in an area of study that builds on the foundation of general secondary education, and is usually at a level that, while relying on advanced textbooks, also includes some aspects that involve knowledge from the cutting edge of their field of study.			
CB2. Students are able to apply their knowledge to their work or vocation in a professional manner and have the competences that are usually demonstrated through the development and defence of arguments and problem solving within their field of study.			
CB3. Students have the ability to gather and interpret relevant data (usually within their area of study) in order to make judgments that include reflection on relevant social, scientific, or ethical issues.			
CB4. Students are able to transmit information, ideas, problems and solutions to both specialized and non-specialized audiences.			
CB5. Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy			
CG1. To develop capacities and aptitudes in students to conceive, develop and execute the process of designing and redesigning products, concepts and services, keeping a			

* The sections concerning competencies, course outline, educational activities, teaching methodologies, learning outcomes and assessment systems must conform to that included in the ANECA verified document of the degree program.

balance between technique and the socio-cultural context, and responding to the needs and trends of users, companies, market and society in general.

CG3. To develop skills for future professional development: teamwork, leadership, competitiveness, and positioning of the product in society through the development of communication, marketing and decision-making techniques, among others.

CE17. To analyse the industrial design sector, proposing alternatives to actively contribute to the management of strategic plans and business innovation, analysing the impact of design on the user, society, and market, and assessing its consequences.

CE19. To know and be able to apply theories, strategies and techniques inherent to the processes of communication and marketing, taking into account the corporate image as a means of communication.

CE22. To create, manage and efficiently present documents and presentations adapted to potential users, using printed documents and ICTs.

Contents

Course outline*

Product design and marketing. Management of the commercial function, applying marketing principles. Aspects involved in marketing-mix strategies and marketing.

Course syllabus

Name of lesson 1: **Marketing Research**

Contents of lesson 1: 2: Concept and functions of marketing research, sources of information, qualitative marketing research techniques, quantitative marketing research techniques

Description of the practical activities of lesson 1: Activity on types of sampling

Name of lesson 2: **Market Segmentation**

Contents of lesson 2: Concepts and functions of commercial segmentation, segmentation and differentiation, segmentation criteria and variables, segmentation strategies.

Description of the practical activities of lesson 2: Activity on the difference between segmentation and positioning.

Name of lesson 3: **Product**

Contents of lesson 3: Product concept and dimensions, product types, product portfolio, product life cycle, brand, model, and packaging.

Description of the practical activities of lesson 3: Study case on brands

Name of lesson 4: **Price**

Contents of lesson 4: Price concept, pricing factors and criteria, pricing strategies.

Description of the practical activities of lesson 4: Solving problems on pricing methods

Name of lesson 5: **Promotion**

Contents of lesson 5: Concept and process of communication, promotion tools, personal selling, public relations, advertising, direct marketing, merchandising, other promotion tools.

Description of the practical activities of lesson 5: Viewing and commenting on advertisements

Name of lesson 6: **Place**

Contents of lesson 6: Place concept, phases of planning the place, intermediaries, distribution channels.

Educational activities *								
Student workload in hours by lesson		Lectures	Practical activities				Monitoring activity	Homework
Lesson	Total	L	HI	LAB	COM	SEM	SGT	PS
1	1	30	8	0	0	0	1	1
2	2	25	12	0	0	0	1	1
3	3	25	5	0	0	0	1	1
4	4	20	7	0	0	0	1	1
5	5	25	10	0	0	0	1	1
6	6	17	10	0	0	0	0	0
Assessment **	8	3	0	0	0	0	0	5
TOTAL	150	55	0	0	0	5	5	85

L: Lectures (85 students)

HI: Hospital internships (7 students)

LAB: Laboratory or field practices (15 students)

COM: Computer room or language laboratory practices (20 students)

SEM: Problem classes or seminars or case studies (40 students)

SGT: Scheduled group tutorials (educational monitoring, ECTS type tutorials)

PS: Personal study, individual or group work and reading of bibliography

Teaching Methodologies*

- Lectures on theory and problems:** Presentation of the contents of the subject and planning of the participation of all students in the different tasks. Discussion of theoretical aspects. In addition, informative talks will be given by experts and/or companies in the field.
- Participative teaching:** Practical work in small or medium-size groups.
- Tutoring:** Follow-up activity for tutoring supervised work, queries and advice in small or individual groups.
- Autonomous learning** through the analysis of written documents, the preparation of reports, the study of the subject taught, and the development of the practical assumptions raised.
- Virtual learning:** Use of virtual communication tools between teacher and student and even between students and each other. Specifically, the virtual space AVUEX on the Moodle platform will be used as a support for the contents. The fundamental theoretical contents and exercises will be available to students during the course.

Learning outcomes *

- To know the marketing-mix tools, the importance of corporate culture and business know-how, as well as the ways of using them to achieve a competitive advantage in the market.
- To understand the importance of researching and understanding the needs of the market, as well as finding ways to satisfy those needs.
- To apply previously acquired knowledge of economics and business management to practical cases, also drawing inferences from them, or inferring them from practical cases (induction).
- To communicate effectively and be able to use the main marketing tools of the product to position it appropriately in the consumer's mind.

** Indicate the total number of evaluation hours of this subject.

Assessment systems *

CONTINUOUS ASSESSMENT SYSTEM:

Assessment system	Percentage
Exam	60%
Oral presentation of works performed	0%
Completion of supervised work (reports, case studies, exercises and problems)	30%
Attendance and/or participation in the classroom, in the virtual classroom, in tutorials, etc.	10%

Final exam (60% of the final grade). At the end of the course there will be a content exam, which may include both theoretical questions and problems. The grade will be out of 10 points.

Directed work (reports, case studies, exercises and problems) (20% of the final grade). Specifically, case studies will be carried out (one after the end of each subject) that will help to reinforce the theoretical concepts previously acquired in the course.

Attendance and/or participation in the classroom (10% of the final grade). This activity, being subject to continuous assessment, is not recoverable. A prerequisite for continuous assessment is regular class attendance. Failure to attend regularly will result in not being able to be assessed using the continuous assessment criteria.

OVERALL ASSESSMENT SYSTEM:

The student will be assessed solely based on the final certification exam, which will have a 100% weight in the final mark for the course. This exam may include both theoretical questions (multiple-choice, true-false or essay) and problems. It will be graded out of 10 points. The minimum mark obtained in the different parts of the exam may not be less than 50% of its corresponding value.

Bibliography (basic and complementary)

1. Kotler, P., & Keller, K. (2012). *Dirección De Marketing* (14th Ed.). Madrid: Prentice-Hall.
2. Kotler, P., & Armstrong, G. (2013). *Introducción Al Marketing* (3rd European Ed.). Madrid: Prentice-Hall.
3. Sainz de Vicuña, J. M. (2015). *El Plan de Marketing en la Práctica* (20^a ed.). Madrid: Editorial ESIC.

Other resources and complementary educational materials

The virtual space AVUEX in the Moodle platform will be used as a support for the contents. The key theoretical contents will be available to students during the course.