

1. FICHA TÉCNICA

CURSO ACADÉMICO: 2019-2020

ASIGNATURA: Fundamentos de Marketing

PROFESOR(ES): Prof. D. Emiliano Mata Verdejo | Prof. D. Antonio Gallo Rodríguez

CURSO: 3

TPO: OB

CÓDIGO: 019802285

CRÉDITOS ECTS: 6,0

PLAN DE ESTUDIOS: 2019

UNIVERSIDAD: CES Villanueva

FACULTAD O ESCUELA:

TITULACIÓN:

ÁREA DE CONOCIMIENTO: -

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2. DATOS GENERALES

OBJETIVOS GENERALES

Teóricos

To understand the role of marketing in the company and its importance for determining the future of it.

To understand the importance that the environment has in the future of the company, and how the company should align its efforts to take advantage of the opportunities that the environment offers us.

To know the basic techniques of marketing

To know the principles of a marketing plan

Prácticos

COMPETENCIAS QUE SE DESARROLLAN

Once you have completed the subject, you will :

Understand what is the role of the marketing function in the company

Have the basis to build deeper and wider knowledge on the marketing related issues

CONTENIDOS DEL PROGRAMA

1.- The marketing approach in the company

2.- Marketing Environment

3.- Analysing markets

4.- Consumer behaviour

5.- Product

6.- Communication

7.- Price

8.- Distribution channels

9.- Marketing Organisation

10.- Marketing Plan

BIBLIOGRAFÍA Y RECURSOS BÁSICOS

Theoretical references will be provided by the teacher directly in the classroom

METODOLOGÍA DE ENSEÑANZA

The subject, which complements the theoretical part with multiple examples, will be developed with a great interaction between the teacher and the students, who will carry out a series of activities individually, in a small group and the whole group.

CRITERIOS Y MÉTODOS DE EVALUACIÓN

The students will be evaluated individually, according to the following criteria:

- 50% as continuous assessment, depending on attendance and practical exercises (individual and group)
- 50% for the exam of the subject

In order to apply the weighting criteria, the student must have obtained a minimum score of four points in the exam, and exceed the established attendance minimums. Continuous assessment score in extraordinary call: in the case of students who, in ordinary call, have submitted the final exam, have failed the continuous evaluation and have performed some activity on it, the qualification of the continuous evaluation in the extraordinary call will be the final qualification of the ordinary call.

MATERIAL Y RECURSOS TECNOLÓGICOS UTILIZADOS

RECURSO
