SUBJECT TEACHING GUIDE

G2092 - Introduction to Marketing

Double Degree in Administration and Business Management and Economics
Double Degree in Business Administration and Management and Labour Relations
Double Degree in Law and Administration and Business Management
First Degree in Business Administration and Management

Academic year 2026-2027

1. IDENTIFYING DATA					
Degree	Double Degree in Administration and Business Management and Economics Double Degree in Business Administration and Management and Labour Relations Double Degree in Law and Administration and Business Management First Degree in Business Administration and Management			Type and Year	Compulsory. Year 2 Compulsory. Year 2 Compulsory. Year 3 Compulsory. Year 2
Faculty	Faculty of Economics and Business Studies				
Discipline					
Course unit title and code	G2092 - Introduction to Marketing				
Number of ECTS credits allocated	6	Term		Semester based (2)	
Knowledge Field	Economic sciences, administration and business management, marketing, commerce, accountancy and tourism				
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	MARIA DEL MAR GARCIA DE LOS SALMONES SANCHEZ
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Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E218A)
Other lecturers	ROSA PATRICIA MARTINEZ GARCIA DE LEANIZ INNA ALEXEEVA ALEXEEV

4. OBJECTIVES

The students will acquire knowledge about:
- Marketing as a philosophy of thinking, analysis tool and selling techniques.
- The process of strategic marketing planning
- Design, execution and control of the marketing mix.

6. SUBJECT PROGRAM

	CONTENTS
1	1. STRATEGIC MARKETING PLANNIng Lesson 1. The function of Marketing in the organization and in society Lesson 2. Situation analysis and marketing strategies Lesson 3. Market research
2	2. MARKETING POLICIES Lesson 5. Product decisions (I): product, brand and product portfolio Lesson 6. Product decisions (I): life cycle Lesson 7. Distributions decisions Lesson 8. Price decisions Lesson 9. Communication decisions

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Two exams (content units 1 and 2)	Written exam	No	Yes	60,00
Group works	Work	No	Yes	25,00
Activities in classroom	Others	No	No	15,00
TOTAL				100,00

Observations

Qualifications of exams: average mark (2 exams)
Qualifications of group works: average mark
Qualification of activities in classroom: average mark

The final mark has to be equal or over 5.

Observations for part-time students

Final exam

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Rodríguez-Ardura, I. y Ammetller, G. (2018). Principios y estrategias de Marketing. Editorial UOC