



Code - Course	481104 – Marketing fundamentals				
Type	Basic training			Year	1 st
Thematic Area	Marketing fundamentals			Credits	6 ECTS
Professor in charge of the course				PhD. Enric López C.	
In-class	60 hours	Teacher-led	40 hours	Individual	50 hours

BRIEF COURSE DESCRIPTION

In today's dynamic business environment of the events and entertainment industry, understanding the fundamentals of marketing is crucial to your success, being vital in creating value and satisfying customers through the creation, implementation and control of unique and memorable experiences, being fundamental for the growth and sustainability of companies, and always respecting their ethical and responsible application.

Through the application of various innovative methodologies at a pedagogical level, students will be able to put the contents of the program into practice to verify in a real (although simulated) way each of its key elements in areas that make up this events industry and entertainment, such as film and television, music, sports, video games, etc.

In addition, this subject will also be essential to have a conceptual and practical base that facilitates delving into its component parts that are also content of the program, such as Analytical and Predictive Marketing or Strategic and operational Marketing.

On the other hand, this subject will help to better understand others of the degree with which it is directly related, such as the following: Consumer Behavior, Corporate Communication, AI and Digital Marketing, Advertising Strategy and Planning, Management of Social Networks and Influencers, among others.

LEARNING OUTCOMES

The learning process designed for this course allows students to achieve the following Subject Related Learning Outcomes:

M03C1- Explain the fundamental concepts of marketing and its importance in the business world.

M03C2-Recognize the impact of global trends on marketing strategies.

M03S7- Discuss ethics and responsibility in marketing.



Likewise, these contribute to the achievement of the following Degree Learning Outcomes: *TC02, TC03, TC04, TC05, TH01, TH07, TH08, TH10, TS01, TS06, TS07, TS08, TS09, TS10*. They are all available for consultation [in this link](#).

ACADEMIC CONTENTS

1. Introduction and bases of marketing. This topic lays the conceptual foundations of marketing, both at a theoretical and applied level. In addition, it already allows the student to propose the activity to be carried out throughout the subject.

1.1. Contextualization. The importance of marketing in the events and entertainment industry.

1.2. The marketing plan as a planning system

2. Analytical marketing. This topic allows us to know those elements that can condition the business approach of an event or an entertainment activity, both internally and externally. In addition, it helps to know the different information tools that help with previous decision making, such as market research.

2.1. Internal analytical marketing

2.2. External analytical marketing. Analysis of consumer behavior in entertainment and events.

2.3. Information systems in marketing.

3. Strategic marketing. This topic explains the different elements on which we must make decisions, based on the previous information and taking into account that these decisions will influence the next phase of the marketing process.

3.1. Goals

3.2. Target audience(s)

3.3. Positioning

3.4. Competitive advantages

4. Operational marketing. Marketing mix. This topic allows you to “take action” in the field of marketing and its different components, where digital tools will be considered when designing and applying this set of actions, both at a theoretical and practical level.

4.1. Products and services in the sector. Customer experiences.

4.2. Brand strategy.

4.3. Price management. Revenue management.

4.4. Communication of products and services in the sector.



4.5. Marketing of products and services in the sector.

5. Ethics and Corporate Social Responsibility in Marketing. Finally, although these concepts have already been incorporated in the previous topics, this topic highlights the importance of an ethical application of marketing, as well as emphasizing the social responsibility component that all organizations must consider.

5.1. Ethical principles in marketing.

5.2. Corporate social responsibility in the events and entertainment industry.

5.3. Case studies: Good and bad practices

LEARNING METHODOLOGY

The learning methodologies related to this course include a wide window of different actions to set off its learning outcomes, which mean a development of different kinds of capacities referred to the learning of processes and attitudes applicability in the organization's environment based on the following activities:

1. Case study analysis.
2. Participation of industry professionals.
3. Portfolio development.
4. Simulations and role-playing.
5. Collaborative / group projects.
6. Analysis and evaluation of actions, products, services, etc. marketing reals.

ASSESSMENT SYSTEM

The assessment system measures the student's achievement of learning outcomes regarding the subject's learning outcomes and contents.

Students may choose continuous assessment or single assessment:

Continuous Assessment: the teaching-learning process is assessed by a continuous monitoring of the work done by the students throughout the course and a final individual examination. Students must attend classes in order to be assessed by continuous assessment.

Single Assessment: for those students who cannot come to class regularly, they can choose to be assessed by single assessment. The teaching-learning process is assessed by means of the assessment of all activities and in-person individual examination at the end of the course.

To qualify for this form of assessment, students must apply within the first 15 days of the start of the course through the assessment section of Virtual Campus.

The assessment activities planning will be public for the students from the start:



Activities	Type	Continuous	Single	Week deadline ¹
Activity 1. Portfolio	Individual	15%	15%	Throughout the Course
Activity 2. Canvas – Events / Entert.	Groupal	35%	35%	3-5 th week (until the final)
Activity 4. Ethical Advertising	Groupal	10%	10%	12-14 th week
Final Test	Individual	40%	40%	Exam Week
Total		100%	100%	

To pass the course, it is mandatory to have obtained a minimum final grade of "5", if the student has completed the individual exam/s or work/s established in the course. This exam/s or final work/s must be graded with a minimum of "4" to be able to calculate the average of all the assessment activities carried out during the course.

Revision and Reassessment of the Course

The student has the right to revise all the evidence that have been designed for the assessment of learning.

If a student fails to achieve the learning objectives of the course, to opt for the subject reassessment, it will be necessary to have obtained a final grade of the subject between "4-4.9", and to have attended the individual final exam/s or final work/s of the course.

The reassessment process will only involve the modification of the final grade in case that the new assessment activity is passed, and, in any case, the maximum grade will be "5". This grade will be averaged with the other grades of the assessment activities carried out by the student during the corresponding academic period, considering the percentages established in each subject, setting the final grade for the course.

REFERENCES

Eiglier, P., & Langeard, E. (1989). *Servucción. El marketing de servicios*. McGraw-Hill.

Kotler, P., & Armstrong, G. (2018). *Principios de marketing*. Pearson.

Shum Xie, Y. M. (2020). *Marketing digital: Herramientas, técnicas y estrategias*. RA-MA S.A. Editorial y Publicaciones.

Villalobos, J. C. (2020). *Fundamentos del marketing*. Fundación Universidad San Pablo CEU.

¹ The week deadline is an estimation which may be subject to changes that may prompt modifications to the planning or context of the syllabus.