



Faculty of Business & Tourism

GENERAL SPECIFICATIONS

2026-2027

BACHELOR'S DEGREE IN FINANCE AND ACCOUNTING

Subject Data

Name:

MARKETING I

English name:

MARKETING I

Code:

858526111

Type:

BASIC

Hours:

	Total	In class	Out class
Time distribution	150	45	105

ECTS:

Standard group	Small groups			
	Classroom	Lab	Practices	Computer classroom
4.8	1.2	0	0	0

Departments:

BUSINESS MANAGEMENT AND MARKETING

Knowledge areas:

MARKETING AND MARKET RESEARCH

Year:

Ist

Semester

SECOND SEMESTER

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TEACHING STAFF		
Name:	E-mail:	Telephone
Juan José Albendín Moya, PhD.	albendin@dem.uhu.es	959 217 874
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Others Data (Tutoring, schedule...)		
OFFICE HOURS JUAN JOSÉ ALBENDÍN MOYA: <i>First semester:</i> Tuesdays: 8.00 to 8:30; 10.30 to 13.00 (office number 45; Faculty of Business & Tourism) Wednesday: 8.00 to 8:30; 10.30 to 13.00 (office number 45; Faculty of Business & Tourism) <i>Second semester:</i> Tuesdays: 8.00 to 8:30; 10.30 to 13.00 (office number 45; Faculty of Business & Tourism) Thursday: 8.00 to 8:30; 10.30 to 13.00 (office number 45; Faculty of Business & Tourism) VIRGINIA CORTIJO GALLEGO: <i>First semester:</i> Tuesdays: 11.00 to 13.00; 17.00 to 19.00 (office number 38; Faculty of Business & Tourism) Thursday: 11.00 to 13.00 (office number 38; Faculty of Business & Tourism) <i>Second semester:</i> Tuesdays: 11.00 to 12.30h; 16.30 to 19.30 (office number 38; Faculty of Business & Tourism) Thursday: 11.00 to 12:30h (office number 38; Faculty of Business & Tourism) LESSONS´ SCHEDULE: https://uhu.es/fceyt/informacion-academica		

SPECIFIC INFORMATION OF THE COURSE
I. Contents description:
I.1 In English:
• The marketing dimension • The market and its environment • Consumer behavior • Market research and information systems • The marketing strategy • The marketing plan
I.2 In Spanish:
• La dimensión del marketing • El mercado y su entorno • El comportamiento del consumidor • Investigación Comercial y sistemas de información • La estrategia de marketing • El plan de marketing

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2. Background:

2.1 Situation within the Degree:

Introductory course on the firm's commercial system.

2.2 Recommendations

There are no prerequisites or recommendations

3. Resultado del aprendizaje: competencias, conocimientos y habilidades o destrezas

3.1. Competencias

- **COM01:** Dominar correctamente la lengua española, los diversos estilos y los lenguajes específicos necesarios para el desarrollo y comunicación del conocimiento en el ámbito científico y académico.
- **COM02:** Desarrollar una actitud crítica e indagadora para el análisis, síntesis y avance del conocimiento.
- **COM04:** Promover, respetar y velar por los derechos humanos, la igualdad sin discriminación por razón de nacimiento, raza, sexo, religión, opinión u otra circunstancia personal o social, los valores democráticos y la consecución de los Objetivos de Desarrollo Sostenible en los ámbitos ambientales, sociales y de gobernanza.

3.2. Conocimientos o contenidos:

- **C06:** Conoce y analiza las variables comerciales que permitan alcanzar los objetivos deseados, las técnicas de investigación comercial, el comportamiento de los consumidores y el marketing sectorial.
- **C08:** Conoce las áreas funcionales de la empresa desde un enfoque sistémico.

3.3. Destrezas o habilidades:

- **HD02:** Maneja las variables comerciales que permiten alcanzar los objetivos deseados y las técnicas de investigación comercial.

4. Training Activities and Teaching Methods

4.1 Training Activities:

- Actividades dirigidas.
- Actividades supervisadas.
- Actividades autónomas.

4.2 Teaching Methods::

- Sesiones académicas teóricas.
- Sesiones académicas prácticas.
- Trabajo autónomo tutelado
- Pruebas de evaluación
- Tutorías

4.3 Development and Justification:

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AF1. Directed learning activities: 57 hours / 100% in-person
AF2. Supervised learning activities: 3 hours / 100% in-person
AF3. Independent learning activities: 90 hours / 0% in-person

The number of hours assigned to the different learning activities is indicative. In any case, the total number of in-person learning hours will not exceed 60 hours.

All relevant materials for following both theoretical and practical classes will be available on the Moodle virtual learning platform (<http://moodle.uhu.es/contenidos/login/index.php>). The site will include information on course contents, the work plan, timetables for lectures and practical sessions, as well as links of interest related to the course.

For lectures, the teaching resources will include the blackboard (both traditional and electronic versions), presentation slides projected with the aid of a computer, and supplementary materials provided by the teaching staff (handouts, electronic files, etc.).

In practical sessions, the contents covered in the lectures will be applied. Emphasis will be placed on problem-solving approaches, their limitations and advantages, as well as on a critical analysis of the results obtained. These sessions will be interactive, and student participation will be taken into account when assessing their level of learning adaptation.

5. Detailed Contents

Chapter 1: Marketing: Creating Customer Value and Engagement

What is marketing?

Understanding the marketplace and customer needs.

Designing a customer-driven marketing strategy and plan.

Managing customer relationships and capturing customer value.

The changing marketing landscape.

Chapter 2: Company and Marketing Strategy: Partnering to Build Customer Engagement, Value, and Relationships

Company-wide strategic planning: defining marketing's role.

Designing the business portfolio.

Planning marketing: partnering to build customer relationships.

Marketing strategy and the marketing mix.

Managing the marketing effort and marketing return on investment.

Chapter 3. Analysing the Marketing Environment

The microenvironment and macroenvironment.

The demographic and economic environments.

The natural and technological environments.

The political-social and cultural environments.

Responding to the marketing environment.

Chapter 4. Managing Marketing Information to Gain Customer Insights

Marketing information and customer insights.

Assessing information needs and developing data.

Marketing research.

Analysing and using marketing information.

Other marketing information considerations.

Chapter 5. Consumer Markets and Buyer Behaviour

Model of consumer behaviour.

Characteristics affecting consumer behaviour.

The buyer decision process and types of buying decision behaviour.

The buyer decision process for new products.

Chapter 6. Business Markets and Business Buyer Behaviour

Business markets.

Business buyer behaviour.

The business buyer decision process.

Engaging business buyers with digital and social marketing.

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Institutional and government markets.

Chapter 7. Customer Value-Driven Marketing Strategy: Creating Value for Target Customers

Marketing strategy.

Market segmentation.

Market targeting.

Differentiation and positioning.

6. Bibliography

6.1 Basic Bibliography:

- KOTLER, P., ARMSTRONG, G., & BALASUBRAMANIAN, S. (2024). *Principles of Marketing* (19th edition; Global edition). Pearson.

6.2 Additional Bibliography:

- KOTLER, PHILIP; ARMSTRONG, GARY (2018). *Principios de marketing* (17ª edición). Pearson. Madrid
- GREEN, M.C; KEEGAN, W.J. (2020). *Global Marketing* (10th Edition). Pearson Global Editions.
- GARCÍA VILLALOBOS, J. C. (2019). *Fundamentos de Marketing*. 3ª Ed. CEU ediciones. Madrid
- ARMSTRONG, G., KOTLER, P., Y MERINO, M. J. (2011). *Introducción al Marketing*. 3ª Ed. Prentice- Hall, Madrid.
- GARCÍA VILLALOBOS, J. C. (2019). *Fundamentos de Marketing* (3ª edición). CEU ediciones. Madrid
- KOTLER, P., Y KELLER, K. L. (2016). *Dirección de marketing*. Pearson educación (15ª edición). Prentice-Hall, Madrid.
- RODRÍGUEZ-ARDURA, I., Y AMMETLLER, G. (2018). *Principios y estrategias de Marketing (Vol. I)*. Editorial UOC, Barcelona

7. Systems and Assessment Criteria

7.1 System for Assessment:

- Written/oral test.
- Continuous assessment.

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7.2 Assessment Criteria and Marks:

7.2.1 Examinations Convocatory I

- **Written/oral assessment:** Individual theoretical–practical test in which theoretical–practical knowledge and methodological competencies will be assessed **70%**
- **Continuous assessment:** Evaluation of individual work through written tests, presentations, assignments and directed academic activities, portfolios (practical exercises completed throughout the course), participation in face-to-face classes, attendance at training activities (forums, seminars, workshops, etc.), and attendance at tutorials **30%**

In order to apply the above weightings, a minimum mark of 4 out of 10 must be obtained in each component (test and continuous assessment).

The grading system used in this course complies with the provisions of Royal Decree 1125/2003 of 5 September, which establishes the European credit system and the grading system for official university degrees valid throughout Spain.

Accordingly, the course will be graded on a numerical scale from 0 to 10 (to one decimal place), which may be supplemented by the corresponding qualitative grade:

1. **0.0–4.9:** Fail (SS)
2. **5.0–6.9:** Pass (AP)
3. **7.0–8.9:** Good (NT)
4. **9.0–10:** Excellent (SB)

A “**Distinction**” (**Matrícula de Honor**) may be awarded to students obtaining a mark above 9. If the number of students eligible for this distinction exceeds 5% of the cohort, it will be awarded based on the students’ average academic record; in the event of a tie, the final decision will be made by the instructor(s).

The regulations, recommendations, protocols, etc. approved by the University of Huelva regarding the use of Artificial Intelligence shall apply.

7.2.2 Examinations Convocatory II

- **Written/oral assessment:** Individual theoretical–practical test in which theoretical–practical knowledge and methodological competencies will be assessed **70%**
- **Continuous assessment:** Evaluation of individual work through written tests, presentations, assignments and directed academic activities, portfolios (practical exercises completed throughout the course), participation in face-to-face classes, attendance at training activities (forums, seminars, workshops, etc.), and attendance at tutorials **30%**

In order to apply the above weightings, a minimum mark of 4 out of 10 must be obtained in each component (test and continuous assessment).

The grading system used in this course complies with the provisions of Royal Decree 1125/2003 of 5 September, which establishes the European credit system and the grading system for official university degrees valid throughout Spain.

Accordingly, the course will be graded on a numerical scale from 0 to 10 (to one decimal place), which may be supplemented by the corresponding qualitative grade:

1. **0.0–4.9:** Fail (SS)
2. **5.0–6.9:** Pass (AP)
3. **7.0–8.9:** Good (NT)
4. **9.0–10:** Excellent (SB)

A “**Distinction**” (**Matrícula de Honor**) may be awarded to students obtaining a mark above 9. If the number of students eligible for this distinction exceeds 5% of the cohort, it will be awarded based on the students’ average academic record; in the event of a tie, the final decision will be made by the instructor(s).

The regulations, recommendations, protocols, etc. approved by the University of Huelva regarding the use of Artificial Intelligence shall apply.

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7.2.3 Examinations Convocatory III

- **Written/oral assessment:** Individual theoretical–practical test in which theoretical–practical knowledge and methodological competencies will be assessed **70%**
- **Continuous assessment:** Evaluation of individual work through written tests, presentations, assignments and directed academic activities, portfolios (practical exercises completed throughout the course), participation in face-to-face classes, attendance at training activities (forums, seminars, workshops, etc.), and attendance at tutorials **30%**

In order to apply the above weightings, a minimum mark of 4 out of 10 must be obtained in each component (test and continuous assessment).

The grading system used in this course complies with the provisions of Royal Decree 1125/2003 of 5 September, which establishes the European credit system and the grading system for official university degrees valid throughout Spain.

Accordingly, the course will be graded on a numerical scale from 0 to 10 (to one decimal place), which may be supplemented by the corresponding qualitative grade:

1. **0.0–4.9:** Fail (SS)
2. **5.0–6.9:** Pass (AP)
3. **7.0–8.9:** Good (NT)
4. **9.0–10:** Excellent (SB)

A “**Distinction**” (**Matrícula de Honor**) may be awarded to students obtaining a mark above 9. If the number of students eligible for this distinction exceeds 5% of the cohort, it will be awarded based on the students’ average academic record; in the event of a tie, the final decision will be made by the instructor(s).

The regulations, recommendations, protocols, etc. approved by the University of Huelva regarding the use of Artificial Intelligence shall apply.

7.2.4 Extraordinary Convocatory

- **Written/oral assessment:** Individual theoretical–practical test in which theoretical–practical knowledge and methodological competencies will be assessed **70%**
- **Continuous assessment:** Evaluation of individual work through written tests, presentations, assignments and directed academic activities, portfolios (practical exercises completed throughout the course), participation in face-to-face classes, attendance at training activities (forums, seminars, workshops, etc.), and attendance at tutorials **30%**

In order to apply the above weightings, a minimum mark of 4 out of 10 must be obtained in each component (test and continuous assessment).

The grading system used in this course complies with the provisions of Royal Decree 1125/2003 of 5 September, which establishes the European credit system and the grading system for official university degrees valid throughout Spain.

Accordingly, the course will be graded on a numerical scale from 0 to 10 (to one decimal place), which may be supplemented by the corresponding qualitative grade:

1. **0.0–4.9:** Fail (SS)
2. **5.0–6.9:** Pass (AP)
3. **7.0–8.9:** Good (NT)
4. **9.0–10:** Excellent (SB)

A “**Distinction**” (**Matrícula de Honor**) may be awarded to students obtaining a mark above 9. If the number of students eligible for this distinction exceeds 5% of the cohort, it will be awarded based on the students’ average academic record; in the event of a tie, the final decision will be made by the instructor(s).

The regulations, recommendations, protocols, etc. approved by the University of Huelva regarding the use of Artificial Intelligence shall apply.

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7.3 Single Final Evaluation:

- **Individual theoretical–practical test**, in which students' theoretical–practical knowledge and methodological competences will be assessed (theoretical–practical questions on the course syllabus) **70%**
- **Case study resolution** **30%**

In order for the above weightings to be applied, students must obtain a **minimum mark of 4 out of 10 in each component** (test and case studies).

The grading system used in this course complies with the provisions of **Royal Decree 1125/2003 of 5 September**, which establishes the European credit system and the grading system for official university degrees valid throughout Spain.

Accordingly, the course will be graded on a **numerical scale from 0 to 10**, expressed to **one decimal place**, to which the corresponding qualitative grade may be added:

1. **0.0 to 4.9**: Fail (SS)
2. **5.0 to 6.9**: Pass (AP)
3. **7.0 to 8.9**: Good (NT)
4. **9.0 to 10**: Excellent (SB)

Distinction (Matrícula de Honor) may be awarded to students who obtain a mark higher than 9. If the number of students proposed for this distinction exceeds **5% of the cohort**, it will be awarded on the basis of the student's **overall academic record**. In the event of equal average grades, the final decision will be made by the lecturer(s).

The **regulations, recommendations, protocols, and other provisions** approved by the **University of Huelva** regarding the use of **Artificial Intelligence** shall apply.