

Course: Introduction to Marketing

UFV CODE: 13210

INTERNATIONAL CODE: MKT13210

HOURS: 15

CREDITS: 1

REQUIREMENTS: None

OBJECTIVES: To provide the student with the basic knowledge and a global vision, stressing the fundamental concepts and developing those aspects that will arise more attention because of their importance in the degree.

COURSE DESCRIPTION: The market and its environment, the company (types and organizations), market research, product, price, commercial distribution, types of intermediaries, types of sales, promotional marketing, communication, merchandising, direct marketing, sponsoring, strategic marketing, team work.

BIBLIOGRAPHY: VARIOS AUTORES: Apuntes de Introducción al Marketing. Universidad Francisco de Vitoria, Madrid 2004. MOLLÁ, A., BIGNÉ, J. E.: Introducción al Marketing. Mc Graw Hill, Madrid 1994.

METHODOLOGY: Lectures encouraging the student's participation, combined with exercises and case studies.

EVALUATION: Class participation, presentation of exercises and final exam.

PROFESSOR: To be appointed.

LANGUAGE: English