Universidad de Navarra

Introduction to Marketing

Subject guide 2026-27

INTRODUCTION

Course description:

The course aims to introduce students to the discipline of marketing as a field of activity and organizational decision-making. Students will discover the main elements of the marketing process and look into the most significant changes taking place around them in the markets.

- **Degree**: Marketing
- **Module/level in the Degree Program**: module III: Markets and Customers, level 1: Fundamentals of Marketing
- **Number of credits:** 3 ECTS
- **Year, semester:** First year, first semester
- **Type of course:** Required
- **Instructor**: Dr. D. Jürg Kaufmann (Profesor Contratado Doctor)
- **Language:** English
- **Department:** Marketing and Media Management - School of Communication
- **Lecture schedule:** Fridays from 10:00 to 12:00 in classroom 4 (FCOM)

LEARNING OUTCOMES

Knowledge

- R23 - Knowing the theoretical and practical foundations of marketing attending various schools, theories and methods.
- R24 - Identify and analyze the main elements of marketing management, and particularly on the variables of the marketing mix: commercial management and sales, distribution and logistics, price, product and communication.

Skills

- R4 - Students can communicate information, ideas, problems and solutions to both specialized and nonspecialized audiences.
- R9- Apply marketing tools from an analysis and a deep understanding of the functioning of markets and consumer behavior.

Competencies

- R2 - Students are able to apply their knowledge to their job or vocation in a professional way. They prove their general competencies by developing and defending arguments and solving problems within their subject area.
- R3 - Students have the ability to gather and interpret relevant data (usually within their field of study) to inform judgments that include reflection on relevant social, scientific or ethical topics.
- R5 - Students have developed those learning skills necessary to undertake further studies with a high degree of autonomy.
- R28 - Apply an analytical, strategic and creative thinking to solve commercial and marketing problems.

PROGRAM

Part 1: The Market-Led Organization

- Topic 1. The nature of marketing
- Topic 2. The global marketing environment
- Topic 3. Understanding consumer behavior
- Topic 4. Marketing research and customer insights
- Topic 5. Market segmentation, targeting and positioning

Part 2: Creating Customer Value

- Topic 6. Value through products and brands
- Topic 7. Value through services, relationships and experiences
- Topic 8. Value through pricing

Part 3: Delivering and Managing Customer Value

- Topic 9. Distribution: delivering customer value
- Topic 10. Integrated Marketing Communications

EDUCATIONAL ACTIVITIES

I. CLASSROOM TEACHING ACTIVITIES

1. Lectures: Lectures are given by the professor on the themes indicated in the syllabus with the help of powerpoint presentations. The professor will post on ADI the power point presentation and some recommendations for further reading.

2. Weekly exercises: Each Friday at the end of class the professor will inform about the weekly exercise that the student has to write in his personal exercise diary.

3. Evaluation: There will be a midterm exam and a final exam (both multiple choice test) to assess the successful accomplishment of the course objectives.

II.PERSONAL WORK

Students must understand themes covered early in the course to be able to comprehend information presented later in the course, and will have to be able to integrate material learned throughout the course. Therefore, it is important that they do not fall behind and try to set aside regular times outside of class to work on the course material on a weekly basis.

Credits/hours distribution of the activities. 3 ECTS= 75 h (25 h/ECTS)

The tasks that students develop over the course are distributed as follows:

- 24 hours of lectures
- 10 hours of weekly exercise in the diary
- 39 hours of individual study
- 2 hours for the final exam

Total of 75 hours

ASSESSMENT

To calculate the final grade, course performance and grading will be determined as follows:

- Final exam.....50 %
- Midterm exam.....20 %
- Group project.....20 %
- Weekly exercise in diary....10%

There will be a final exam (multiple-choice test). Exams questions will be drawn directly from the textbook, lectures and class discussions. The final exam will be held on the examination period of December.

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Students with special educational needs must contact the Faculty/School's Study Coordinator in advance to obtain authorization for accommodations (for example, additional time for exams). This authorization must be sent by the student to the professor. It is recommended that this be done at the beginning of the semester.

Criteria to pass the course

- Students whose final grade is 5 points or more will pass the course. **You need to pass the final exam before the final grade is calculated.**
- Students whose final grade is below 5 points will not pass the course and will be graded as *Suspenso*.
- Students who do not take the final exam will not pass the course and will therefore be graded as *No presentado*.

Exam review

- Students will be able to review the exams in an interview with the professor, after publication of the grades, in a day and place that will be indicated.

Evaluation in the extraordinary call

- **For those who do not pass the course in May or did not take the exam** (grades *Suspenso* or *No presentado*) there will be an extraordinary multiple choice test exam in June which will account for 100% of the final grade (if the other activities do not increase the average grade).

PLAGIARISM AND IA POLICY

Please note that any attempt at fraud, copying, plagiarism, or other irregular behavior constitutes a serious infraction as cited in the "Rules of Academic Discipline for Students" within the System of Rules at the University of Navarra.

In this course, the use of AI content generation tools is permitted when used in accordance with the following criteria: For each assignment, a paragraph must be included explaining which AI content generation tool was used, the reason for using it, and the dialogue maintained through the AI interface. It is important that the teacher understands the creative process that transformed their commands into the final result. Any use of generative AI tools outside of these parameters constitutes plagiarism and will be treated as such. A case of confirmed plagiarism leads to the automatic failure of the entire course.

If you need assistance, please ask me in class or write an inquiry to jkaufmann@unav.es.

OFFICE HOURS

Dr. D. Jürg Kaufmann (jkaufmann@unav.es)

- Despacho 0711 Edificio Ismael Sánchez Bella. Planta 0.
- **Please book an appointment on my Google Calendar: https://calendar.app.google/m9vTAyZqy1tgiFS86**

BIBLIOGRAPHY

- Title of the textbook: **Foundations of Marketing** **Find it in the Library**
- Authors: **John Fahy & David Jobber**
- Publisher: **McGraw Hill, Sixth Edition (2019) or Seventh Edition (2022)**
- Recommended place of purchase: **Amazon**