



Universidad
de Navarra

Marketing (F. Ciencias)

Guía docente 2026-27

PRESENTACIÓN

Course name: Marketing

Course description:

The world of marketing is extremely complex and ever-changing. Everything from its various forms to the endless number of channels, its objectives depending on the type of product, company, or service offered, and the various methods used to secure the effective communication of what we want to present to the market, audience or other companies. In this subject, we'll see a very specific adaptation of all these aspects focused on the scientific world, especially in sales communications in the industry.

Degree:

Module in the Degree Program:

Year: Second

Semester: First

Lecture schedule:

Number of credits:

Type of course:

Language: English

Instructors: Sergio Garbisu (sergio@garbisu.com)

Department:

Office:

Office Hours:

RESULTADOS DE APRENDIZAJE (Competencias)

1. Acquire introductory basic knowledge about marketing in general, its theoretical basis, types of marketing and different strategies for scientific companies.
2. Learn about the latest sales techniques through Consultative Sale, their application framework, the phases of a sale, customer satisfaction and feedback.
3. Choose between the various digital marketing strategies by identifying the different channels in use and their application.
4. Develop a complete marketing plan designed specifically for our product/service /company, fully integrable into a general business plan.



5. Learn about the keys to an effective corporate public presentation, both in form and content, working on the structure and the use of graphic elements, while trying to dispel the fears and anxiety related to public speaking.

PROGRAMA

1.- Introduction

- Definitions and applications
- Marketing Mix
- The 4 "P's"
- Marketing online – marketing offline
- Experience marketing and strategic marketing
- Types of marketing
- Marketing in sciences companies

2.- Digital Marketing strategies

- (Digital Marketing Map)

3.- The Marketing Plan

- Developing the Marketing Plan
- Marketing Mix strategies
- The Seven Steps
- (Practices)

4.- Presentation skills: how to present an entrepreneur project

- Tips to overcome anxiety and fears
- Set a clear presentation objectives
- How to structure your presentation for maximum impact
- How to open, connect and close powerfully
- Plan your presentation with mind mapping tools.
- Dead by power point and tips to avoid it.
- The importance of use meaningful visuals.

ACTIVIDADES FORMATIVAS

I. Classroom teaching activities



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1. Lectures

Lectures are given by the professor on the themes indicated in the syllabus with the help of the blackboard, presentations, videos and animation movies. The professor will post on ADI the presentations, the notes for each topic and some recommendations for further reading.

2. Seminars (Required)

They include:

- Responses to students' questions by the professor and classmates.
- Oral presentations by the students on topics proposed by the professor. Class will be divided into groups. Each group will prepare an oral presentation. At the end of the presentation the students will have to answer questions.

3. One-to-one tutorials

Each student may have personal interviews with the professor to help him/her with personal study and learning.

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 learnt throughout the course.

1. Students must read the assigned reading for a subject before the lecture covering that topic. Being familiar with topics beforehand will allow students to get the most out of the lecture.
2. Students should conduct personal study using the professor's notes, notes taken in lectures and recommended books if needed.
3. Students will develop assignments and answer questions in class, individually.

EVALUACIÓN

1. Preparation of a complete marketing plan in **groups** and public presentation (50%)
2. Class **group work** and workshops (25%)
3. **Individual** tests, workshops and tasks in class (25%)

HORARIOS DE ATENCIÓN

Sergio Garbisu (sergio@garbisu.com)

BIBLIOGRAFÍA



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- [Principles of Marketing, Global Edition](#) de Philip T. Kotler y Gary Armstrong. [Localízalo en la Biblioteca](#)

- [Marketing 4.0: Moving from Traditional to Digital](#) de Philip Kotler, Hermawan Kartajaya, et al. [Localízalo en la Biblioteca](#)