



Universidad de Jaén

FACULTY OF SOCIAL AND LEGAL SCIENCES

Marketing Management I

2024-2025

Grado en Administración y dirección de empresas

Grado en Finanzas y contabilidad

Doble Grado en Administración y Dirección de Empresas y Finanzas y contabilidad

Grado en Administración y Dirección de Empresas / Bachelor's Degree in Business

Administration and Management

Doble Grado en Derecho y Administración y dirección de empresas

Grado en Estadística y empresa





Acceso Mayores 40

Guías docentes UJA

Horarios de tutorías

Llamamientos PAU

Movilidad (Coordinador)

P.O.D.

Solicitud bilingüismo

Syllabus 2024-25 - 11122004 - Marketing Management 1 (Dirección de marketing I)

Caption

- Level 1: Tutorial support sessions, materials and exams in this language
- Level 2: Tutorial support sessions, materials, exams and seminars in this language
- Level 3: Tutorial support sessions, materials, exams, seminars and regular lectures in this language

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Full version (Spanish)

English

DEGREE:	Grado en Administración y dirección de empresas (11122004)
FACULTY:	FACULTY OF LAW AND SOCIAL SCIENCES
DEGREE:	Grado en Estadística y empresa (11712014)
FACULTY:	FACULTY OF LAW AND SOCIAL SCIENCES
DEGREE:	Doble grado en Derecho y Administración y dirección de empresas (11812020)
FACULTY:	FACULTY OF LAW AND SOCIAL SCIENCES
DEGREE:	Grado en Administración y dirección de empresas (11112004)
FACULTY:	FACULTY OF LAW AND SOCIAL SCIENCES
DEGREE:	Grado en Finanzas y contabilidad (11312010)
FACULTY:	FACULTY OF LAW AND SOCIAL SCIENCES
DEGREE:	Doble Grado en Administración y dirección de empresas y Finanzas y contabil (11912003)
FACULTY:	FACULTY OF LAW AND SOCIAL SCIENCES
ACADEMIC YEAR:	2024-25
COURSE:	Marketing Management 1

SYLLABUS

1. COURSE BASIC INFORMATION

NAME: Marketing Management 1

CODE: 11122004 (*)

ACADEMIC YEAR: 2024-25

LANGUAGE: English

LEVEL: 3

ECTS CREDITS: 6.0

YEAR: 2

SEMESTER: SC

2. LECTURER BASIC INFORMATION

NAME: VENA OYA, JULIO

DEPARTMENT: U136 - ORG. DE EMPRESAS, MÁRKETING Y SOCIOLOGÍA

FIELD OF STUDY: 095 - COMERCIALIZACIÓN E INVESTIGACIÓN DE MERCADOS

OFFICE NO.: D3 - D3-145

E-MAIL: jvena@ujaen.es

P: 953211739

WEBSITE: -

ORCID: -

LANGUAGE: -

LEVEL: 3

3. CONTENT DESCRIPTION

- LESSON 1. INTRODUCTION TO MARKETING RESEARCH
- LESSON 2. NEW TRENDS IN MARKETING RESEARCH
- LESSON 3. BUYER RESPONSE BEHAVIORS IN TIMES OF MARKETING 5.0
- LESSON 4. NEW TRENDS IN DEMAND ANALYSIS
- LESSON 5. COMPETITIVENESS ANALYSIS IN THE DIGITAL ERA
- LESSON 6. MARKET SEGMENTATION AND POSITIONING: FROM A TRADITIONAL PERSPECTIVE TO THE CURRENT APPROACH

4. COURSE DESCRIPTION AND TEACHING METHODOLOGY

Theoretical classes will be combined with practical classes both in the timetable stipulated for practical and theoretical classes.

There will be up to 4 practicals in theory classes and 8 in practical classes.

Class attendance and participation will be assessed.

Students with special educational needs should contact the Student Attention Service (Servicio de Atención y Ayudas al Estudiante) in order to receive the appropriate academic support

5. ASSESSMENT METHODOLOGY

The final mark will be made up of 40% coursework and 60% of a final exam. In order to pass the course, it is compulsory to pass the final exam (at least 50% of the total mark).

6. BOOKLIST ([Access the bibliography in the Library catalog](#))

MAIN BOOKLIST:

- Dirección de marketing : gestión estratégica y operativa del mercado . Edition: 2ª ed. Author: Lambin, Jean-Jacques. Publisher: McGrawHill ([Library](#))
- Marketing Management . Edition: 15e éd.. Author: Kotler, Philip. Publisher: Pearson France ([Library](#))
- Marketing 5.0 : technology for humanity . Edition: -. Author: Kotler, Philip, author.. Publisher: John Wiley & Sons, Incorporated ([Library](#))
- Marketing Research. Edition: 4. Author: Hair, Bush and Ortinau. Publisher: McGraw-Hill Irwin

7. SUSTAINABLE DEVELOPMENT GOALS

Educación de calidad

Producción y consumo responsables

DETAILED INFORMATION

It is committed to inclusive and quality education, with digitalisation as a fundamental axis. Likewise, students are educated in responsible marketing, both from the perspective of the consumer and the provider.

8. VIRTUAL / CLASSROOM TEACHING SCENARIO

Synchronous and asynchronous classes will be considered in order to respect the health measures to be imposed.

9. VIRTUAL TEACHING SCENARIO

The proposed evaluation system will be maintained, with classes in an online scenario.

DATA PROTECTION CLAUSE (on line exams)

Institution in charge of data processing: Universidad de Jaén, Campus Las Lagunillas, s/n, 23071 Jaén

Data Protection Delegate: dpo@ujaen.es

Purpose: In accordance with the Universities Law and other national and regional regulations in force, carrying out exams and assessment tests corresponding to the courses students are registered in. In order to avoid frauds while sitting the exam, the exam will be answered using a videoconference system, being able the academic staff of the University of Jaén to compare and contrast the image of the person who is answering the exam with the student's photographic files. Likewise, in order to provide the exam with evidential content for revisions or claims, in accordance with current regulation frameworks, the exam will be recorded and stored.

Legitimacy: compliance with legal obligations (Universities Law) and other national and regional regulations currently in force.

Addressees: service providers who are the owners of the platforms where the exams are carried out and with whom the University of Jaén has signed the corresponding data access contracts.

Storage periods: those established in current in force regulations. In the specific case of exam videoconference recordings, not before the examination records and transcripts are closed or the exam can still be reviewed or challenged.

Rights: you can exercise your right of access, amendment, cancellation, opposition, suppression, limitation and portability by sending a letter to the postal or electronic address indicated above. In the event that you consider that your rights have been violated, you may submit a complaint to the Andalusian Council for Transparency and Data Protection www.ctpdandalucia.es

CLASS RECORDING CLAUSE PERSONAL DATA PROTECTION

Person in charge: Universidad de Jaén, Paraje Las Lagunillas, s/n; Tel.953 212121; www.ujaen.es

Data protection delegate (DPO): TELEFÓNICA, S.A.U. ; Email: dpo@ujaen.es

Procedure aim: To manage proper recordings of teaching sessions with the aim of facilitating learning process under a multimodal and/or online teaching

Period for record storage: Images will be kept during legal term according to regulations in force

Legitimacy: Data will be managed according to legal regulations (Organic Law 6/2001, December 21, on Universities) and given consent provided by selecting corresponding box in legal admission documents

Data recipients (transfers or assignments): Any person allowed to get access to every teaching modality

Rights: You may exercise your rights of access, rectification, cancellation, portability, limitation of processing, deletion or, where appropriate, opposition. To exercise these rights, you must submit a written request to the Information, Registration and Electronic Administration Service of the University of Jaén at the address above, or by e-mail to the address above. You must specify which of these rights you are requesting to be satisfied and, at the same time, you must attach a photocopy of your ID card or equivalent identification document. In case you act through a representative, legal or voluntary, you must also provide a document that proves this representation and identification. Likewise, if you consider that your right to personal data protection has been violated, you may file a complaint with the Andalusian Data Protection and Transparency Council www.ctpdandalucia.es

Campus Las Lagunillas s/n | 23071 - Jaén

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