

TEACHING GUIDE

MARKETING MANAGEMENT

GRADO EN ADMINISTRACIÓN Y DIRECCIÓN DE EMPRESAS (INGLÉS)

ACADEMIC YEAR 2026-27

Publication date: 24-06-2026



I.-Subject Identification

Type	OBLIGATORIA
Teaching period	2 course, 2Q semester
Nº of credits	4.5
Language in wich the subject is taught	English

II.-Presentation

The subject of Marketing Management is a compulsory Second Year subject, of four and a half ECTS Credits. This subject seeks to deepen and specialize in the contents and skills acquired in the subject of Introduction to Marketing, and its main objective is to train students of the Degree in Business Administration and Management in the most relevant and current concepts, functions, tools and strategies. of modern Marketing Management, with a clear orientation to the result objective that every Organization has. At the same time, the student is trained in the analysis of different strategies and in making decisions about the Market. On the other hand, the development of the marketing plan is delved into as a fundamental element for Marketing professionals. The subject is taught with an eminent practical orientation and is framed in a global and continuously evolving environment, which requires constant review, updating and questioning of concepts, paradigms, strategies, tools, etc. traditional Marketing skills, a competence that is transferred to students.

III.-Learning outcomes

CI01. Ability to analyse and synthesise: analysis, synthesis, evaluation and decision-making based on relevant information records on the company's position and potential growth.
 CI02. Ability to organise and plan: organisation, planning and administration of companies or small and medium enterprises, understanding their competitive and institutional position and identifying strengths and weaknesses
 CI03. Spoken and written native language skills: understanding and ability to correctly communicate in different scenarios in Spanish. Ability to make oneself understood by superiors and subordinates in a clear and concise manner and draft advisory reports and (global or functional area) business management projects
 CP01. Ability to work in an interdisciplinary team.
 CS01. Ability to study independently.
 CS03. Creativity.
 CPR01. Practical application of knowledge.
 CE02. Skills, Knowledge, both basic and specialized on the understanding of the operation, management and control of the different functional areas of the Marketing company
 CP15 . Ability to design and implement marketing strategies
 CP16 . Ability to evaluate the market and the environment integrated into the marketing information system

- Key for degrees not adapted to RD 822/21: **CB** - basic competences, **CG** - generic competences, **CE** - specific competences, **CT** - transversal competences.
- Key for degrees adapted to RD 822/21: **CON** - knowledge, **COM** - competences, **HAB** - skills.



IV.-Contents

IV.A.-Syllabus

PART	CHAPTERS
I. INTRODUCTION TO MARKETING MANAGEMENT.	Chapter 1. Marketing Management Current State
II. MARKETING PLAN AND STRATEGIES	Chapter 2. Marketing Plan
	Chapter 3. Strategic and Operational Marketing Decisions
	Chapter 4. Marketing Strategies
III. CURRENT MARKETING TRENDS	Chapter 5. Marketing new trends and New Technologies

IV.B.-Training activities

Type	Title
Lectures	Readings prepared by students both in and out of class: basic and suggested references. Case studies. Current article.
Resolution of exercises, problems, case studies	Group and individual cases. Discussions, lectures, and debates regarding current trends. Research and analysis of articles and news related to the subject content.
Test and/or exams	Development of evaluation activities to ensure the comprehension of the subject

V.-Student workload	
Theoretical sessions	15
Resolution of exercises, problems, case studies, etc.	26
Practical sessions in experimental, technological and clinical laboratories, fieldwork, etc.	0
Tests and/or exams	4
Academic tutorials	13,5
Related activities: conferences, seminars, etc.	22,5
Preparation of theoretical sessions and self-study	18
Preparation of practical tasks, exercises, case studies, projects, etc.	26
Preparation for tests and/or exams	10
Total student workload	135

VI.-Methodology and academic programme		
Type	Period	Content
Academic tutorials	Week 1 to Week 15	Individual and/or group tutoring sessions for students, according to the schedule set by the professor.
Theoretical sessions	Week 1 to Week 15	Introduction to the chapter. Content schedule. Understanding and comprehension of the chapter. Summary of basic concepts.
Practical sessions	Week 1 to Week 15	Debates and discussion of articles or news regarding current trends. Practical cases. Individual assignments. Analysis of relevant practical activities in the sector.



VII.-Assessment methods

The general assessment method is continuous as established in the *Regulation for the Assessment of Learning Outcomes* of Rey Juan Carlos University.

All the assessment systems established in the degree report must be employed, except for those that have a minimum weight of 0%, which can be used by professors in the academic years they consider relevant. Each assessment system may be applied through one or more assessment activities, consistent with the system. No assessment activity can exceed individually 60% of the overall grade for the subject.

The sum of non re-evaluable activities cannot exceed 40% of the overall grade for the subject and, in general, should not have an established minimum grade (except for practical activities in which, strictly speaking, the conditions of the ordinary call cannot be reproduced in the extraordinary call).

Those students who do not manage to pass the subject in the ordinary call, or do not attend this first call, may attend the extraordinary call only for failed re-evaluable assessment activities.

The distribution and characteristics of the assessment activities are described below.

VII.A.-Description and weight of the assessment activities

Regarding class attendance, each professor will be responsible for determining whether it is mandatory and its potential weight in the course's grading system. The professor must clearly communicate this through the virtual classroom at the beginning of the semester.

The distribution and characteristics of the assessment activities are described below.

ORDINARY CALL:

Throughout the four-month term of the academic year, the following academic activities will be conducted, which will allow the instructor to assess the students' knowledge:

- In-person assessment or theoretical-practical exam: This assessment will account for 60% of the final grade and may consist of various components that allow the instructor to adequately evaluate, through a theoretical-practical approach, the entire course material covered by the students. In any case, the assessments taken during the regular exam period will have a minimum weight of 50%. The sum of all grades obtained on the various assessments that make up the "Assessment test or in-person theoretical-practical exam" must reach a minimum grade of 5 for the student to pass the course. In case of a failing grade, **this assessment may be retaken during the June exam period.**

- Continuous assessment with a practical focus: This assessment will account for 40% of the final grade and will consist of various assignments that allow the instructor to adequately assess, through a practical approach, the entire course material for their students. The number of assessments comprising this section will range from 1 to 10 activities; the instructor is responsible for designing and communicating the activities, which will be as follows:

- Group project assessment (at the instructor's discretion): This assessment will account for 20% of the final grade.
- Oral presentation: This assessment will account for 20% of the final grade

In the event of a failing grade, the various assessments that make up the "Practical Continuous Assessment" CANNOT be retaken during the June exam session (the grade is carried over to the make-up exam session). These activities cannot be retaken during the make-up exam period, as the intention is for students to tackle them as they acquire the course material, so that they present a challenge and help students internalize the course methodology. The grade obtained in the continuous assessment during the semester will stand for the Extraordinary call.

Each instructor will decide whether the theoretical and/or practical exam will consist of a single test for each assessment method or whether it will consist of several tests. However, the instructor must inform the students of this decision and how it will work at the beginning of the course, both in class and through the virtual classroom.

The final grade for the course will be calculated based on the weightings listed in the assessment criteria (as indicated above), and students must achieve a minimum of 5 out of 10 as their final overall grade. If a student's weighted average of grades exceeds 5 but the student FAILS the course for not obtaining at least a 5 out of 10 on the theoretical-practical exam, the transcript will reflect the exam grade, which did not exceed 5.

• In case of a student passes the exam but does not achieve a weighted average higher than 5, the course will be considered FAILED. The student may retake the retake-eligible assessments during the make-up exam period, but under no circumstances may assessments that are not eligible for retake be evaluated during the make-up exam period. Assignments submitted to improve a grade will also not be accepted.

• In accordance with university regulations, a "did not take the exam" grade is only possible when the student has not taken any of the assessment exams.

EXTRAORDINARY CALL

The final grade for the course will be calculated based on the percentages listed in the evaluation (as indicated above), and students must obtain a minimum of 5 out of 10 as their overall final grade. In the event that a student's weighted average of grades exceeds 5 but the student FAILS the course for not obtaining at least a 5 out of 10 on the theoretical-practical exam, the transcript will reflect the exam grade, which did not exceed 5.

• If a student passes the exam but does not achieve a weighted average higher than 5, the course will be considered FAILED. The student may retake the retake-eligible exams during the make-up exam period, but under no circumstances may they take exams that are not eligible for retakes during the make-up exam period. Assignments submitted to improve a grade will also not be accepted.

• In accordance with university regulations, a "did not take the exam" grade is only possible when the student has not taken any of the assessment exams.

EARLY EVALUATION:

Due to the nature of the course and the characteristics of the early exam session, adjustments or adaptations have been made



to the assessment for the early exam; however, these ensure that the learning outcomes specified for the course are evaluated. If a student requests the early assessment through the official channels established by the URJC and this request is granted for the course, the early assessment will consist of: An in-person theoretical-practical exam (100%): minimum grade of 5 out of 10.

VII.B. Assessment of students with academic exemption from class attendance

Having Academic Exemption from Class Attendance (DAAC) does not imply that students are automatically exempt from participating in the continuous assessment activities or in the training activities of compulsory attendance as established in the teaching guide. Once the exemption has been granted, students must contact the subject's teaching staff, who will propose the adaptations he/she may consider relevant, as long as they guarantee the acquisition and adequate assessment of the learning goals established. Students must maintain adequate communication with the teaching staff so that they may provide information on the dates for training and assessment activities, if these are not established in the programme and available for students at the time of achieving the exemption.

Subject with possibility of academic exemption: Yes.

VII.C. Review of assessment activities

In accordance with the Regulation for the Assessment of Learning Outcomes of Rey Juan Carlos University.

VII.D.-Students with a disability or special educational needs

In order to guarantee equal opportunities, non-discrimination, universal accessibility and academic success, students with disabilities or especial education needs may request curricular adaptations to follow their studies. These adaptations will be provided by the Unit of Attention to People with Disabilities of Rey Juan Carlos University, in accordance with the regulation which regulates the service for the Attention of People with Disabilities at the University. This Unit will issue a report for curricular adaptations, so that students with disabilities or special education needs must contact the service (at e-mail discapacidad.programa@urjc.es) in order to provide relevant information for different educational alternatives.

VII.E.-Academic behaviour, academic integrity and honesty

Rey Juan Carlos University is fully committed to the highest standards of academic integrity and honesty, so studying at the URJC means assuming and subscribing to the values of integrity and academic honesty set out in the University's Ethical Code. To support this process, the University has Rey Juan Carlos University's Academic Conduct Regulation as well as different tools (anti-plagiarism, supervision...) that offer a collective guarantee for the full development of these essential values.



VIII.-Teaching resources and materials

Basic bibliography

PALMER, A. "Introduction to Marketing". Publisher: Oxford University Press. (2009)

KOTLER, P.T. & KELLER, K.L."Marketing Management", (15th edition). PEARSON, (2015).

- KOTLER, P. & AMSTRONG, G. " Principles of Marketing", (15th Edition). Publisher PEARSON Education (2009).

Consultation bibliography

- KOTLER, P.; LANE, K. "Dirección de Marketing". Editorial Pearson Prentice Hall, (2012).

IX.-Professors

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Campus	Madrid - Vicálvaro
Category	Profesor/a Ayudante Doctor/a
Academic degree	Doctor
Person responsible for the subject	No
Tutorial timetable	Para consultar las tutorías póngase en contacto con el/la profesor/a a través de correo electrónico
Number of quinquennia	0
Number of sexennia	0
No. of positive evaluations by Docencia	0