

## Advanced Topics in Marketing

Academic Year: ( 2017 / 2018 )

Review date: 24-05-2017

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Electives ECTS Credits : 5.0

Year : 2 Semester : 2

## OBJECTIVES

Students will learn a wide range of research topics of interest in marketing. For example:

- Customer Relationship Management (CRM)
- Business analytics and marketing planning
- Planning marketing strategies and tactics.
- New trends in consumer behavior

## DESCRIPTION OF CONTENTS: PROGRAMME

TBA, the specific topics covered in this subject may change from one year to another

% end-of-term-examination:	60
% of continuous assessment (assignments, laboratory, practicals...):	40