

Academic Year: ( 2017 / 2018 )

Review date: 18-04-2017

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

## OBJECTIVES

### Knowledge:

- Learn the main tools to analyze the competitive situation of the company in the marketing environment in an offline and online context
- Understand the main concepts needed to design a marketing strategy in the company in an offline and online context
- Learn the main tools to design a marketing strategy in the company in an offline and online context
- Apply knowledge to all types of company and market
- Evaluate compliance with the main objectives of the marketing function
- Learn the main components of a marketing plan

### Abilities

- Ability to design analyze the competitive marketing situation of a company
- Ability to make a diagnosis of the strategic position of the company in the market
- Ability to perform the analysis autonomously, but working as a team
- Leadership of the marketing strategy design process
- Ability to work as a team

### Attitudes

- Acquiring an ethical behavior in the marketing direction
- Ability to defend their points of view.
- Adopt a positive attitude to solve unfavorable marketing situations
- Acquiring an ethical behavior in the development of market research following the code of ethics of ESOMAR

## DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to marketing: strategic and operational marketing. Analysis of the marketing environment.
2. Market research in marketing
3. Consumer behavior
4. Segmentation and positioning.
5. The marketing mix: price, product and brand strategy, communication and commercial promotion, and distribution channels management.
6. Marketing in the digital age: integrating offline and online strategies
7. Digital marketing tools: SEM / SEO, display, affiliation, email, remarketing.
8. Content Marketing and Social Networks
9. Marketing plan

## LEARNING ACTIVITIES AND METHODOLOGY

Every week students will have two classes, one and a half theory lecture to provide knowledge skills, and one and a half practice class where students can acquire additional skills and attitudes through projects, exercises and case discussions, both individually and in groups.

The students will have teaching materials prepared specifically for the subject that can be complemented with the bibliography.

## ASSESSMENT SYSTEM

The final exam accounts for 60% of the grade.

The remaining 40% counts for the cases, individual and group work and partial exams throughout the course.

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

## BASIC BIBLIOGRAPHY

- Damian Ryan Understanding Digital Marketing , Kogan Page, 2016
- Lambin, Jean-Jacques; Chumpitaz, Ruben; Schuiling, Isabelle Market-driven Management,, Palgrave Macmillan, 2nd edition, 2007