STUDENTS ARE EXPECTED TO HAVE COMPLETED
Students must attend the parallel classes within the Master's Programme in Human Resources Management.

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.
After successful completion of the course, the student should be able to:

- Understand the essential foundations of marketing;
- Deal with the resolution of the main issues related to the design, implementation and control of marketing strategy.

DESCRIPTION OF CONTENTS: PROGRAMME

Topic 1. The Marketing process: strategic vs tactical marketing
Topic 2: Relationship marketing and the Key Account Management
Topic 3: The marketing environment. External and internal analysis.
Topic 4. The market research process within marketing
Topic 5. Consumer Behaviour
Topic 6. Market Segmentation: Consumer products and industrial products
Topic 7. Positioning strategies and policies
Topic 8. Marketing Mix: Product decisions
Topic 9. Brand strategy and policies: The branding decisions
Topic 10. Distribution channel decisions
Topic 12. Commercial communication and marketing promotions
Topic 13. The Marketing Plan and Marketing Audit

LEARNING ACTIVITIES AND METHODOLOGY
The course will be based on some theoretical lectures, the analysis of real business cases, reading of articles and other bibliography recommended by the professor and the discussion and sharing of ideas. Each student is expected to be prepared for each class session, implying that assigned readings, exercises and case studies will have to be completed as required. Students are also expected to be committed and loyal contributors to team work.

ASSESSMENT SYSTEM
ORDINARY CALL
Final exam: 60%
Continuous evaluation (exercises, cases, and projects): 40%

EXTRAORDINARY CALL
Alternative 1.
Final exam: 60%
Continuous evaluation (exercises, cases, and projects): 40%

Alternative 2.
Final exam: 100%

Students can choose the alternative that benefits them the most.
% end-of-term-examination: 60
% of continuous assessment (assigments, laboratory, practicals...): 40

**BASIC BIBLIOGRAPHY**

**ADDITIONAL BIBLIOGRAPHY**
- William R. Dillon, Thomas J. Madden, Neil H. Firtle Marketing research in a marketing environment, Irwin, 1993