STUDENTS ARE EXPECTED TO HAVE COMPLETED

Students that enroll in this subject should have passed or at least have sound knowledge of the following subjects:

- Statistics I and II
- Microeconomics
- Essentials of Business

WARNING: International exchange students with little background on these subjects will have difficulties to pass, and they are advised not to enroll in the marketing subject.

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

Knowledge:

- Understand the basic principles of strategic marketing direction
- Know the basic market research tools
- Understand the consumer purchasing decision process
- Learn fundamental concepts of segmentation and positioning
- Acquire basic notions of CRM

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

- TOPIC 1. MARKETING INTRODUCTION
- TOPIC 2. MARKET RESEARCH I
- TOPIC 3. MARKET RESEARCH II
- TOPIC 4. CONSUMER BEHAVIOR
- TOPIC 5. METRICS AND MODELS
- TOPIC 6. MARKETING STRATEGY

LEARNING ACTIVITIES AND METHODOLOGY

Every week students will two classes, one and a half theory lecture to provide knowledge skills, and a 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**

THIS SUBJECT DOES NOT HAVE FINAL EXAM IN JANUARY, THE MARK ARE OBTAINED IN THE PRACTICE CLASSES

The final grade is given by the weighted average of:
Assignments (10% of the course grade): There will be several individual assignments that will be collected and graded.
Marketing Research project (30% of the course grade): It is a team work made during the semester.
Mid Term Exams (60% of the course grade): There will be 3 mid-term cumulative tests, accounting for 20% of the course grade each.

To pass the subject you need to get at least 5 points out of 10.

(RECALL THAT IF YOU FAIL THE SUBJECT, THERE IS A RETAKE EXAM IN MAY, then it will count for the 100% of the grade).

% end-of-term-examination: 0
% of continuous assessment (assignments, laboratory, practicals...): 100

**BASIC BIBLIOGRAPHY**
- Jean-Jacques Lambin, Ruben Chumpitaz and Isabelle Schuiling Market-Driven Management, Macmillan.

**ADDITIONAL BIBLIOGRAPHY**
- Philip Kotler, Keller Kevin Lane Marketing management, Pearson, Prentice House.
- William R. Dillon, Thomas J. Madden Marketing research in a marketing environment, Irwin.