Advanced topics in marketing

Academic Year: ( 2018 / 2019 )

Department assigned to the subject: Department of Business Administration

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives  ECTS Credits : 3.0

Year : 1 Semester : 2

STUDENTS ARE EXPECTED TO HAVE COMPLETED

Not required.

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

Skills to be acquired

General skills
*CG1: Solid theoretical knowledge of Marketing and Market Research.
*CG14: Ethical commitment.

Specific skills:
*CE3: To know and apply the fundamental theories of strategic and operational marketing, and its application to marketing management under different philosophical approaches, emphasizing market orientation.
*CE12: Analysis, evaluation and marketing decisions on specific sectors (services marketing and quality management, tourism and financial marketing, marketing of non-profit public organizations and international marketing).

Learning objectives:
- Understand the existing branding practices of firms and appreciate their limitations.
- Develop an understanding of profitable product and brand management

DESCRIPTION OF CONTENTS: PROGRAMME

Advanced seminars on current issues (hot topics), such as Customer Relationship Management (CRM), Ethics and Social Corporate Responsibility in marketing, Health and pharmaceutical marketing, Social marketing, Logistics, Data Warehouse and Business intelligence products, Impact of marketing actions in company stock market values, Luxury Marketing, Cross cultural adaptation for multinational executives.

LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

ASSESSMENT SYSTEM

Your final grade will be assigned based on:
Participation in-class discussion, quizzes and cases studies: 100%

Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

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

