STUDENTS ARE EXPECTED TO HAVE COMPLETED

Nothing.

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

This course introduces students to the domain of academic research in marketing. After a brief overview of the marketing literature, and following the marketing strategy and operational marketing structure, we will review major contributions in the area.

Specific goals:

- Get familiar with the subjects, methods and findings in key marketing topics
- Understand how academic marketing researchers conceptualize and execute research designs
- Develop an interest in a particular topic area of marketing
- Develop skills for preparing a research proposal in marketing

DESCRIPTION OF CONTENTS: PROGRAMME

The specific topics covered in the sessions are the following:

Session 1  Course introduction and marketing thought
Session 2  Research and publishing in marketing
Session 3  Marketing strategy and market orientation
Session 4  Marketing Performance
Session 5  Customer perceptions
Session 6  Customer satisfaction
Session 7  Customer relationship management
Session 8  Introduction to operational marketing
Session 9  The 4Ps
Session 10 1P: Product and branding
Session 11 1P: Product and innovation
Session 12 2P: Pricing
Session 13 3P: Communication
Session 14 4P: Distribution

LEARNING ACTIVITIES AND METHODOLOGY

Course structure includes journal readings, class lectures, article presentations and article discussions by students, class discussions, and a quiz. The quizzes will contain questions based on assigned articles and class lectures.

The course will require that each participant be actively involved in all sessions. In each session, one student will be assigned a reading to be presented and then it will be discussed in class. Regardless of assignment, all participants are expected to be fully prepared for discussing the session readings.

The final exam is based on literature reviewed during the course, topics, methods and findings. It assesses the acquisition of general knowledge in the marketing domain.

ASSESSMENT SYSTEM

50% Final Exam
20% Paper presentations
30% Quizzes, exercises and class participation
The retake assessment system will be similar to the ordinary call.

% end-of-term-examination: 50
% of continuous assessment (assignments, laboratory, practicals...): 50

BASIC BIBLIOGRAPHY
- Borden, N.H. The concept of the marketing mix., Journal of Advertising Research, 2: 7-12., 1984
- Fournier, S. and Mick, D. Rediscovering Satisfaction., Journal of Marketing, 63 (October), 5-23, 1999
- Garbarino, E. and Johnson, M.S. The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships., Journal of Marketing, 63 (April), 70-87, 1999
- Hunt, S.D. General Theories and the Fundamental Explanation of Marketing., Journal of Marketing, 47 (Fall), 1-17, 1983
- Mittal, V., Kumar, P., and Tsilos, M. Attribute-Level Performance, Satisfaction, and Behavioral Intentions over time: A consumptions-system approach., Journal of Marketing, 63(April), 88-101, 1999
- Reineartz, W., Thomas, J.S. and Kumar, V. Balancing Acquisition and Retention Resources to Maximize Customer Profitability., Journal of Marketing, 69 (1), 63-79, 2005
- Reiss P.C. Descriptive, Structural, and Experimental Empirical Methods in Marketing Research., Marketing Science 30 (6), 950-964, 2011