

Marketing Decision Support Systems

Academic Year: (2018 / 2019)

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Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 1

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills:

*CG3: Decision making skills.

Specific skills:

*CE6: To understand and use operations research tools for decision making in the field of trade, its implementation through software, as well as interpret the solution provided by the model.

*CE10: Analysis, evaluation and decision making on pricing (traditional methods, and scientific techniques)

Learning Objectives

¿ Understand analytically the importance of taking optimal operational marketing decisions.

¿ Develop your conceptual, analytical, and decision-making skills.

DESCRIPTION OF CONTENTS: PROGRAMME

Optimal planning of the marketing mix and budget allocation.

"Decision Support Systems (DSS)" in marketing.

Decision Theory.

Linear optimization techniques and nonlinear.

Decision under uncertainty.

Optimization in dynamic context.

Application to problems and marketing models.

Simulation.

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

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|---|----|
| % end-of-term-examination/test: | 40 |
| % of continuous assessment (assignments, laboratory, practicals...): | 60 |

Your final grade will be assigned based on:

Participation in-class discussion, quizzes and cases studies: 60%

Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

BASIC BIBLIOGRAPHY

- Wayne L. Winston and S. Christian Practical Management Science, 5th Edition, Cengage Learning, 2012