

Academic Year: (2018 / 2019)

Review date: 24-04-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives ECTS Credits : 5.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Nothing.

OBJECTIVES

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:

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| 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 quizz 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

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