

## Advanced Topics in Marketing

Academic Year: ( 2018 / 2019 )

Review date: 03-04-2018

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Electives ECTS Credits : 5.0

Year : 2 Semester : 2

**OBJECTIVES**

Students will learn a wide range of research topics of interest in marketing. For example:

- Customer Relationship Management (CRM)
- Business analytics and marketing planning
- Planning marketing strategies and tactics.
- New trends in consumer behavior

**DESCRIPTION OF CONTENTS: PROGRAMME**

TBA, the specific topics covered in this subject may change from one year to another

<b>% end-of-term-examination:</b>	60
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	40