

Academic Year: (2018 / 2019)

Review date: 18-04-2017

Department assigned to the subject: Business Administration Department

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 2

OBJECTIVES

Knowledge:

Learn the main tools to analyze the competitive situation of the company in the marketing environment in an offline and online context

Understand the main concepts needed to design a marketing strategy in the company in an offline and online context

Learn the main tools to design a marketing strategy in the company in an offline and online context

Apply knowledge to all types of company and market

Evaluate compliance with the main objectives of the marketing function

Learn the main components of a marketing plan

Abilities

Ability to design analyze the competitive marketing situation of a company

Ability to make a diagnosis of the strategic position of the company in the market

Ability to perform the analysis autonomously, but working as a team

Leadership of the marketing strategy design process

Ability to work as a team

Attitudes

Acquiring an ethical behavior in the marketing direction

Ability to defend their points of view.

Adopt a positive attitude to solve unfavorable marketing situations

Acquiring an ethical behavior in the development of market research following the code of ethics of ESOMAR

DESCRIPTION OF CONTENTS: PROGRAMME

1. Introduction to marketing: strategic and operational marketing. Analysis of the marketing environment.
2. Market research in marketing
3. Consumer behavior
4. Segmentation and positioning.
5. The marketing mix: price, product and brand strategy, communication and commercial promotion, and distribution channels management.
6. Marketing in the digital age: integrating offline and online strategies
7. Digital marketing tools: SEM / SEO, display, affiliation, email, remarketing.
8. Content Marketing and Social Networks
9. Marketing plan

LEARNING ACTIVITIES AND METHODOLOGY

Every week students will have two classes, one and a half theory lecture to provide knowledge skills, and one and a half practice class where students can acquire additional skills and attitudes through projects, exercises and case discussions, both individually and in groups.

The students will have teaching materials prepared specifically for the subject that can be complemented with the bibliography.

ASSESSMENT SYSTEM

The final exam accounts for 60% of the grade.

The remaining 40% counts for the cases, individual and group work and partial exams throughout the course.

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

BASIC BIBLIOGRAPHY

- Damian Ryan Understanding Digital Marketing , Kogan Page, 2016
- Lambin, Jean-Jacques; Chumpitaz, Ruben; Schuiling, Isabelle Market-driven Management,, Palgrave Macmillan, 2nd edition, 2007