

Advanced Topics in Marketing

Academic Year: (2019 / 2020)**Review date: 23-04-2019**

Department assigned to the subject: Department of Business Administration**Coordinating teacher: VIDAL SANZ, JOSE MANUEL****Type: Electives ECTS Credits : 5.0****Year : 2 Semester : 2**

COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

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

% end-of-term-examination: 60

% of continuous assessment (assignments, laboratory, practicals...): 40