

Curso Académico: (2020 / 2021)

Fecha de revisión: 20-01-2021

Departamento asignado a la asignatura: Departamento de Economía de la Empresa

Coordinador/a: BARROSO LUDEÑA, ALICIA

Tipo: Optativa Créditos ECTS : 5.0

Curso : 1 Cuatrimestre : 2

REQUISITOS (ASIGNATURAS O MATERIAS CUYO CONOCIMIENTO SE PRESUPONE)

Ninguna.

OBJETIVOS

El curso introduce al estudiante en el dominio de la investigación académica en marketing.

Los objetivos específicos son:

- Familiarizarse con los conceptos, metodologías y resultados en temas centrales del marketing.
- Entender como la investigación académica en marketing es conceptualizada y ejecutada
- Desarrollar un interés por un tema particular en el área de marketing
- Desarrollar habilidades para preparar una propuesta de investigación en marketing.

DESCRIPCIÓN DE CONTENIDOS: PROGRAMA

Los temas específicos que se tratan en el curso son:

Sesión 1: Introducción del curso y dominio de marketing
Sesión 2: Investigación en Marketing
Sesión 3: Marketing Estratégico
Sesión 4: Medidas de desempeño en marketing
Sesión 5: Percepciones del consumidor
Sesión 6: Satisfacción del consumidor
Sesión 7: CRM
Sesión 8: Métodos de investigación
Sesión 9: Las 4 Ps
Sesión 10: Producto y marca
Sesión 11: Producto e innovación
Sesión 12: Precio
Sesión 13: Comunicación
Sesión 14: Distribución

ACTIVIDADES FORMATIVAS, METODOLOGÍA A UTILIZAR Y RÉGIMEN DE TUTORÍAS

La estructura del curso incluye lecturas de artículos académicos, lecturas, presentaciones y discusión de artículos, participación en clase, y exámenes cortos-ejercicios. Los exámenes cortos consistirán en preguntas basadas en los artículos presentados en clase.

El curso requiere que los participantes tengan un rol activo durante las sesiones. En cada sesión un estudiante presentará y luego se discutirán los artículos asignados. Todos deberán estar preparados para las discusiones.

El examen final está basado en la literatura revisada durante el curso: temas, métodos y resultados. Se evaluará la adquisición de conocimientos generales en el dominio del marketing.

SISTEMA DE EVALUACIÓN

50% Examen Final
20% Presentaciones de artículos
30% Trabajo crítico del estudiante

El sistema de evaluación en la convocatoria extraordinaria será similar al de la convocatoria ordinaria.

Peso porcentual del Examen Final: 50

Peso porcentual del resto de la evaluación: 50

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