

Academic Year: ( 2020 / 2021 )

Review date: 15-02-2021

Department assigned to the subject: Business Administration Department

Coordinating teacher: ESTEBAN BRAVO, MERCEDES

Type: Compulsory ECTS Credits : 6.0

Year : 2 Semester : 1

**REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)**

Students that enroll in this subject should have passed or at least have sound knowledge of Statistics and Essentials of Business.

**OBJECTIVES**

Knowledge:

- Understand the basic principles of strategic marketing direction
- Know the basic market research tools
- Understand the consumer purchasing decision process
- Learn fundamental concepts of segmentation and positioning
- Acquire basic notions of CRM

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**

- TOPIC 1. MARKETING INTRODUCTION
- TOPIC 2. MARKET RESEARCH I
- TOPIC 3. MARKET RESEARCH II
- TOPIC 4. CONSUMER BEHAVIOR
- TOPIC 5. METRICS AND MODELS
- TOPIC 6. MARKETING STRATEGY

**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 grade of this subject is the average between the continuous assessment grade (the assessment of work developed during the course, 60%), and the grade of a final multiple-choice exam (40%). The continuous assessment grade is based on the following tasks:

- (i) Assignments, cases and/or mid-term exams (30% of the course grade).

(ii) Marketing Research project (30% of the course grade): It is a teamwork made during the semester.  
To pass this subject in the first call, you need to obtain a minimum grade of 5 points (out of 10) in the final exam. In the event of failing the subject, the student can retake the exam in the second call (in Spring).

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

#### BASIC BIBLIOGRAPHY

- Esteban-Bravo, M., & Vidal-Sanz, J. Marketing Research Methods: Quantitative and Qualitative Approaches. , Cambridge: Cambridge University Press. doi:10.1017/9781108874748, 2021
- Lambin, Jean-Jacques; Chumpitaz, Ruben; Schuiling, Isabelle Market-driven Management, Palgrave Macmillan, 2nd edition, 2007