

Advanced topics in marketing

Academic Year: (2023 / 2024)

Review date: 22-03-2023

Department assigned to the subject: Business Administration Department

Coordinating teacher: BARROSO LUDEÑA, ALICIA

Type: Electives ECTS Credits : 3.0

Year : 1 Semester : 2

REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

OBJECTIVES

Skills to be acquired

General skills

*CG1: Solid theoretical knowledge of Marketing and Market Research.

*CG14: Ethical commitment.

Specific skills:

*CE3. To know and apply the fundamental theories of strategic and operational marketing, and its application to marketing management under different philosophical approaches, emphasizing market orientation.

*CE12: Analysis, evaluation and marketing decisions on specific sectors (services marketing and quality management, tourism and financial marketing, marketing of non-profit public organizations and international marketing).

LEARNING OUTCOMES

The student identifies disciplines of marketing recently applied in the market.

The student applies the knowledge acquired to improve the marketing management of the company.

DESCRIPTION OF CONTENTS: PROGRAMME

Advanced seminars on current issues (hot topics), such as Customer Relationship Management (CRM), Ethics and Social Corporate Responsibility in marketing, Health and pharmaceutical marketing, Social marketing, Logistics, Data Warehouse and Business intelligence products, Impact of marketing actions in company stock market values, Luxury Marketing, Cross cultural adaptation for multinational executives.

LEARNING ACTIVITIES AND METHODOLOGY

TRAINING ACTIVITIES OF THE SUBJECT

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours / % face-to-face

AF3 147 147 100

AF6 203 0 0

AF7 175 0 0

TOTAL SUBJECT 525 105

TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups

MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the

content of the subject, as well as practical cases
MD5 Preparation of works and reports individually or in groups

ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class discussion, quizzes and cases studies: 100%

Students that do not meet the minimum passing grade should retake the subject. If the resit is taken, the above grade criteria also apply.

% end-of-term-examination:	0
% of continuous assessment (assignments, laboratory, practicals...):	100

BASIC BIBLIOGRAPHY

- Kenneth C. Laudon & Carol Guercio Traver, E-Commerce 2012: Business. Technology. Society., Pearson, 2012
- Handley, Ann Everybody Writes: Your Go-To Guide to Creating Ridiculously Good Content, 1 edition, , John Wiley & Sons, Inc., 2014
- Handley, Ann and Chapman, CC Content Rules: How to Create Killer Blogs, Podcasts, Videos, EBooks, Webinars, (and more) That Engage Customers and Ignite Your Business 7th Ed. , John Wiley & Sons, Inc., 2012
- Kotler, Philip Marketing for Non-Profit Organizations, Englewood Cliffs, , NJ: Prentice Hall., 1983