

Advanced Topics in Marketing

Academic Year: (2023 / 2024)

Review date: 25-04-2022

Department assigned to the subject: Business Administration Department

Coordinating teacher: VIDAL SANZ, JOSE MANUEL

Type: Electives ECTS Credits : 5.0

Year : 2 Semester : 2

OBJECTIVES

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

They will also develop the ability to search for relevant information for marketing research.

DESCRIPTION OF CONTENTS: PROGRAMME

Being a subject that covers advanced topics, the specific contents may change from one year to another. These typically include advanced consumer behavior topics, and / or advanced quantitative marketing topics, as well as specific market research techniques and their application to specific contexts. As an example mention:

- CRM techniques
- Advanced modeling
- Structural marketing models
- New approaches to segmentation
- Digital marketing
- Marketing for Services

LEARNING ACTIVITIES AND METHODOLOGY

- Master classes, projects, exercises, exhibitions and practical cases.

ASSESSMENT SYSTEM

Student's personal work (exercises and projects), and exam.

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

BASIC BIBLIOGRAPHY

- Esteban-Bravo, M. and J. M. Vidal-Sanz Marketing Research Methods: Quantitative and Qualitative Approaches, Cambridge University Press., 2021
- Liliem G.L.; P. Kotler, K. S. Moorthy Marketing Models, Prentice Hall, 1992
- Solomon, Michael R., Gary Bamossy, and Margaret K. Hogg Consumer Behavior: A European Perspective. 5th edition. , Pearson Higher Education, Boston., 2016
- Thaler, R. and C. Sunstein Nudge: Improving Decisions about Health, Wealth, and Happiness, Penguin, 2009