

**MASTER IN HUMAN RESOURCES MANAGEMENT. WEEKLY PLANNING.
COURSE: *MARKETING AND OPERATIONS MANAGEMENT***

SESSION	TEACHING HOURS PER SESSION	TOPIC	ACTIVITIES
1.	2	1.- Marketing & Production Management introduction	Theory
2.	2	2.- Strategic Marketing	Theory
3.	2	3.- Operational Marketing – Marketing Mix	Theory
4.	2	4.- Production & Marketing: the link	Theory
5.	2	Practices for themes 1, 2 & 3; Marketing	Practices (teamwork & individual)
6.	2	5.- Strategic & Tactic PO decisions	Theory
7.	2	Practices for themes 4 & 5; Production	Practices (teamwork & individual)
8.	2	6.- Human Resources in PO management	Theory
9.	2	Practices for theme 6; Production & Human Resources	Practices (teamwork & individual)