

**MASTER IN HUMAN RESOURCES MANAGEMENT
WEEKLY PLANNING
COURSE: COMMERCIAL MANAGEMENT
ACADEMIC YEAR: 2016-2017**

SESSION AND DATE	TEACHING HOURSE PER SESSION	TOPIC	ACTIVITIES
Session 1	2	What is Marketing? Strategy development and marketing planning	Lecture on the main functions of Marketing.
Session 2	2	Analyzing the market environment	Lecture on contextual constraints and opportunities relevant to the Marketing function. Student case study presentations.
Session 3	2	Consumer and buying behaviour	Lecture on: 1) Marketing research and 2) the use of marketing information. Student case study presentations.
Session 4	2	Market segmentation and target marketing	Lecture on formulation and deployment of a positioning strategy. Student case study presentations.
Session 5	2	Product strategy (I)	Lecture on new product development. Student case study presentations.
Session 6	2	Product strategy (II)	Lecture on Brand Management. Student case study presentations.
Session 7	2	Distribution Decisions (I)	Lecture on: 1) Trends in distribution and 2) channel management.
Session 8	2	Distribution Decisions (II)	Lecture on: 1) trends in Retailing and 2) pricing decisions. Student case study presentations.
Session 9	2	Promotion and communication decisions	Lecture on Marketing communication strategies Student case study presentations.