



COURSE: MARKETING		
DEGREES: MANAGEMENT AND TECHNOLOGY	YEAR: 2	TERM: 1

WEEKLY PLANNING								
WEEK	SESSION	DESCRIPTION	GROUPS (mark X)		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINARS		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS (Max. 7h week)
1	1	COURSE INTRODUCTION. TOPIC 1. The Marketing process: strategic vs tactical marketing	X			Review the subject documentation. Read reference materials.	1,5	2
1	2	CASE STUDY: WHAT IS MARKETING?		X		Read reference materials Work on case studies and exercises	1,5	
2	3	TOPIC 2. CRM: Customer Relationship Management	X			Read reference materials.	1,5	2
2	4	QUANTUM_ MARKETING GAME				Introduction to Quantum world	e	
3	5	TOPIC 2. The marketing environment.	X			Read reference materials.	1,5	3
3	6	QUANTUM_ MARKETING GAME				Introduction to Quantum world	1,5	
4	7	TOPIC 4. MARKET RESEARCH	X			Read reference materials.	1,5	5
4	8	QUANTUM_ MARKETING GAME				Decision making	1,5	

5	9	TOPIC 4. MARKET RESEARCH	X			Read reference materials.	1,5	5
5	10	QUANTUM_ MARKETING GAME				Decision making	1,5	
6	11	TOPIC 5. Consumer Behavior	X			Read reference materials.	1,5	5
6	12	QUANTUM_ MARKETING GAME				Decision making	1,5	
7	13	TOPIC 5. Consumer Behavior	X			Read reference materials.	1,5	10
7	14	MID-TERM EXAM 1: TOPIC 1 -4		X			1,5	
8	15	TOPIC 6. Market Segmentation, and Positioning strategies	X			Read reference materials.	1,5	5
8	16	QUANTUM_ MARKETING GAME				Decision making	1,5	
9	17	TOPIC 7. Product and Brand decisions	X			Read reference materials.	1,5	5
9	18	QUANTUM_ MARKETING GAME				Decision making	1,5	
10	19	TOPIC 7. Product and Brand decisions	X			Read reference materials.	1,5	2
10	20	QUANTUM_ MARKETING GAME				Decision making	1,5	
11	21	TOPIC 8: Distribution channel decisions	X			Read reference materials.	1,5	10
11	22	MID-TERM EXAM 2: TOPICS 1-5		X			1,5	
12	23	TOPIC 9. Pricing	X			Read reference materials.	1,5	2
12	24	QUANTUM_ MARKETING GAME				Decision making	1,5	
13	25	TOPIC 10. Communication strategies and marketing promotions	X			Read reference materials.	1,5	2
13	26	QUANTUM_ MARKETING GAME		X		Results presentation	1,5	
14	27	TOPIC 10. Communication strategies and marketing promotions	X			Read reference materials.	1,5	10
14	28	MID-TERM EXAM 3: TOPICS 1-6		X			1,5	
Subtotal 1							42	68
Total 1 (Hours of class plus student homework hours between weeks 1-14)							110	

15		Tutorials, handing in, etc					40	
16		Assessment					0	0
17								
18								
Subtotal 2							0	0

Total 2 (<i>Hours of class plus student homework hours between weeks 15-18</i>)	40
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TOTAL (<i>Total 1 + Total 2</i>)	150
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