



COURSE: MARKETING

DEGREE: DUAL BACHELLOR'S DEGREE IN STATISTICS AND BUSINESS ADMINISTRATION

YEAR: 2

TERM: 2

**WEEKLY PROGRAMMING**

Week	Session	DESCRIPTION	GROUP		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINAR		DESCRIPTION	CLASS HOURS	HOMEWORK HOURS Maximum 7 H
1	1	Course introduction: Program description, methodology (cases, exercises, lectures) and evaluation system (individual presentations, cases, class participation, tests and group work) Topic 1. Marketing and the commercial function. Strategic and tactical marketing.	X			Read the documentation on this subject and revise course documentation.	1	
1	2	<b>Practical class work:</b> CASE 1 Class Discussion		X		Read lecture reference materials, case preparation	1	
2	3	Topic 2: Long term relationships with customers. Relationship marketing and The key account management	X			Read the content of theory lecture	1	
2	4	<b>Practical class work:</b> CASE 2 Class Discussion		X		Read lecture reference materials, case preparation	1	
3	5	Topic 3. The marketing environment. Analysis of external variables	X			Read the content of theory lecture	1	

3	6	<b>Practical class work: CASE 3 Class Discussion Introduction to the Marketing Plan Project</b>		X		Read lecture reference materials, case Preparation. Consider a marketing plan project student groups.	1
4	7	Topic 4. Marketing Research in Marketing.	X			Read the content of theory lecture	1
4	8	<b>Practical class work: CASE 4 Class Discussion</b>		X		Read lecture reference materials, case Preparation.	1
5	9	Topic 5. Consumer behaviour	X			Read the content of theory lecture	1
5	10	<b>First presentation: Market and product analysis within the Marketing Plan project.</b>		X		Practicing exercises solution, cases, and short projects	1
6	11	Topic 6. Market segmentation: consumer products and industrial products/services	X			Read the content of theory lecture	1
6	12	<b>Practical class work: CASE 5 Class Discussion</b>		X		Read lecture reference materials, case Preparation	1
7	13	Topic 7. Positioning strategies and policies	X			Read the content of theory lecture	1
7	14	<b>Second presentation: Competitive analysis within the Marketing Plan project</b>		X		Practicing exercises solution, cases, and assigned short projects	1
8	15	Topic 8. Marketing mix: product policies and strategies	X			Read the content of theory lecture	1

8	16	<b><i>Third Presentation: Segmentation and Positioning decisions within the Marketing Plan Project and in relation to the assigned company/institution.</i></b>		X		Practicing exercises solution, cases, and development of the assigned project.	1
9	17	Topic 9. Brand strategy and policy: Branding decisions	X			Read the content of theory lecture	1
9	18	PARTIAL EXAM TESTS (COVERING TOPICS 1 TO 7)			X	Practicing exercises solution, cases, and short projects.	1,5
10	19	Topic 10. Distribution channels decisions	X			Read the content of theory lecture	1
10	20	<b><i>Practical class work: CASE 6 Class Discussion</i></b>		X		Read lecture reference materials, case Preparation	1
11	21	Topic 11. Price Policy and price promotions	X			Read the content of theory lecture	1
11	22	<b><i>Practical class work: CASE 7 Class Discussion</i></b>		X		Read lecture reference materials, case Preparation	1
12	23	Topic 12. Commercial communications and promotions	X			Read the content of theory lecture	1
12	24	<b><i>Practical class work: CASE 8 Class Discussion</i></b>		X		Read lecture reference materials, case Preparation	1
13	25	Topic 13. Marketing Plan and Marketing Audit	X			Read the content of theory lecture	1
13	26	<b><i>Practical class work: workshop for final Marketing Plan presentation – Term final project.</i></b>		X		Read lecture reference materials, case Preparation	1

14	27	<i>Final Presentation: Write a Marketing Plan and the executive summary. Presentation in the classroom by work group.</i>		X		Read lecture reference materials, case Preparation	1	
14	28	<i>Final Presentation: Write a Marketing Plan and the executive summary. Presentation in the classroom by work group.</i>		X		Read lecture reference materials, case Preparation	1	
<b>SUBTOTAL</b>							<b>42</b>	<b>+ 68 = 110</b>
15		Tutorials, handing in, etc		X				
16-18		Assessment		X			3	
<b>TOTAL</b>							<b>150</b>	