



COURSE: MARKETING		
DEGREES: BUSINESS ADMINISTRATION, LAW & BA, COMPUTER SCIENCE AND ENGINEERING AND BA, INTERNATIONAL STUDIES & BA	YEAR: 3	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. MARKETING INTRODUCTION	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. MARKET RESEARCH I	X			Read reference materials.	1,5	2
2	4	MARKETING RESEARCH PROJECT				Define a marketing problem	1,5	
3	5	TOPIC 2. MARKET RESEARCH I	X			Read reference materials.	1,5	3
3	6	MARKETING RESEARCH PROJECT				Qualitative research approach	1,5	
4	7	TOPIC 3. MARKET RESEARCH II	X			Read reference materials.	1,5	5
4	8	MARKETING RESEARCH PROJECT				Qualitative research approach	1,5	
5	9	TOPIC 3. MARKET RESEARCH II	X			Read reference materials.	1,5	5

5	10	MARKETING RESEARH PROJECT				Quantitative research approach	1,5	
6	11	TOPIC 3. MARKET RESEARCH II	X			Read reference materials.	1,5	5
6	12	MARKETING RESEARH PROJECT				Quantitative research approach	1,5	
7	13	TOPIC 4. CONSUMER BEHAVIOR	X			Read reference materials.	1,5	10
7	14	CASE STUDIES/EXERCISES/MID-TERM EXAM		X		Results and implication analysis	1,5	
8	15	TOPIC 4. CONSUMER BEHAVIOR	X			Read reference materials.	1,5	5
8	16	MARKETING RESEARH PROJECT				Project development	1,5	
9	17	TOPIC 5. METRICS AND MODELS	X			Read reference materials.	1,5	5
9	18	CASE STUDIES/EXERCISES				Work on case studies and exercises	1,5	
10	19	TOPIC 5. METRICS AND MODELS	X			Read reference materials.	1,5	2
10	20	MARKETING RESEARH PROJECT				Strategy definition	1,5	
11	21	TOPIC 5. METRICS AND MODELS	X			Read reference materials.	1,5	10
11	22	CASE STUDIES/EXERCISES/MID-TERM EXAM		X			1,5	
12	23	TOPIC 6. MARKETING STRATEGY	X			Read reference materials.	1,5	2
12	24	CASE STUDIES/EXERCISES				Work on case studies and exercises	1,5	
13	25	TOPIC 6. MARKETING STRATEGY	X			Read reference materials.	1,5	2
13	26	CASE STUDIES/EXERCISES		X		Work on case studies and exercises	1,5	
14	27	TOPIC 6. MARKETING STRATEGY	X			Read reference materials.	1,5	10
14	28	CASE STUDIES/EXERCISES/MID-TERM EXAM		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 (Hours of class plus student homework hours between weeks 15-18)							40	
TOTAL (Total 1 + Total 2)							150	

