



<b>COURSE: MARKETING AND COMMERCIAL TECHNIQUES FOR NEW CREATED COMPANIES (Marketing y Técnicas Comerciales para empresas de nueva creación)</b>		
<b>DEGREE: MASTER EN INICIATIVA EMPRENDEDORA Y CREACIÓN DE EMPRESAS (Master in entrepreneurship and business development)</b>	<b>YEAR: 1</b>	<b>TERM: 1</b>

<b>WEEKLY PROGRAMMING</b>								
Week	Session	DESCRIPTION	GROUP		Special room for session (computer classroom, audio-visual classroom...)	WEEKLY PROGRAMMING FOR STUDENT		
			LECTURES	SEMINAR		DESCRIPTION	CLASS HOURS	HOME WORK HOURS Maximum 5 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.	1,5	
1	2	<b>Practical class work:</b> CASE 1 Class Discussion for reading: Rethinking the 4 Ps (Harvard Business Review)		X		Read lecture reference materials, case preparation	1,5	
2	3	Topic 2: The marketing environment. Analysis of external macro-variables	X			Read the content of theory lecture	1,5	
2	4	<b>Practical class work:</b> CASE 2 Class Discussion		X		Read lecture reference materials, case preparation	1,5	
3	5	Topic 3. Competitive Analysis. Competitors benchmark analysis and competitive matrix analysis.	X			Read the content of theory lecture	1,5	

		Swoot analysis						
3	6	<b>Practical class work:</b> CASE 3 Class Discussion <b>Introduction to the Marketing Plan Project – Team project</b>		X		Read lecture reference materials, case Preparation. Consider a marketing plan project student groups.	1,5	
4	7	Topic 4. Marketing Research in Marketing. Source of information and research methodologies	X			Read the content of theory lecture	1,5	
4	8	<b>Practical class work:</b> CASE 4 Class Discussion		X		Read lecture reference materials, case Preparation.	1,5	
5	9	Topic 5. Consumer Behavior. B2C and B2B. Final consumers vs industrial/business customers	X			Read the content of theory lecture	1,5	
5	10	<b>First presentation: Market and product analysis within the Marketing Plan project.</b>		X		Practicing exercises solution, cases, and short projects	1,5	
6	11	Topic 6. Market segmentation: consumer products and industrial products/services	X			Read the content of theory lecture	1,5	
6	12	<b>Practical class work:</b> CASE 5 Class Discussion		X		Read lecture reference materials, case Preparation	1,5	
7	13	Topic 7. Positioning strategies and policies. Product and brand positioning	X			Read the content of theory lecture	1,5	

7	14	<b>Second presentation: Competitive analysis within the Marketing Plan project</b>		X		Practicing exercises solution, cases, and assigned short projects	1,5	
8	15	Topic 8. Marketing mix: product policies and strategies. Services Marketing vs product marketing	X			Read the content of theory lecture	1,5	
8	16	<b>Third Presentation: Segmentation and Positioning decisions within the Marketing Plan Project and in relation to the assigned company/institution.</b>		X		Practicing exercises solution, cases, and development of the assigned project.	1,5	
9	17	Topic 9. Brand strategy and policy: Branding decisions	X			Read the content of theory lecture	1,5	
9	18	<b>Practical class work: CASE 6 Class Discussion</b>			X	Practicing exercises solution, cases, and short projects.	1,5	
10	19	Topic 10. Distribution channels decisions. Trends in retailing. Online retail and Omnichannel retailing. Digital Marketing	X			Read the content of theory lecture	1,5	
10	20	<b>Practical class work: CASE 7 Class Discussion</b>		X		Read lecture reference materials, case Preparation	1,5	
11	21	Topic 11. Price Policy and price promotions. Prices in the Digital market.	X			Read the content of theory lecture	1,5	
11	22	<b>Practical class work: CASE 8 Class Discussion</b>		X		Read lecture reference materials, case Preparation	1,5	
12	23	Topic 12. Commercial communications and promotions for SME (Small and Medium Enterprises). Digital communications (Adwords, SEO, SEM....)	X			Read the content of theory lecture	1,5	

12	24	<b>Practical class work:</b> CASE 9 Class Discussion		X		Read lecture reference materials, case Preparation	1,5	
13	25	Topic 13. Marketing Plan and Marketing Audit	X			Read the content of theory lecture	1,5	
13	26	<i>Practical class work: workshop for final Marketing Plan presentation – Term final project.</i>		X		Read lecture reference materials, case Preparation	1,5	
14	27	<b>Final Presentation: Write a Marketing Plan and the executive summary. Presentation in the classroom by work group.</b>		X		Read lecture reference materials, case Preparation	1,5	
14	28	<b>Final Presentation: Write a Marketing Plan and the executive summary. Presentation in the classroom by work group.</b>		X		Read lecture reference materials, case Preparation	1,5	
<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>	