



SUBJECT: Marketing		
MASTER DEGREE: Master in Business and Finance	ECTS: 5	QUARTER: 3

TIMETABLE FOR THE SUBJECT								
WEEK	SESSION	DESCRIPTION OF EACH SESSION	GROUP (X mark)		Indicate if a different lecture room is needed (computer, audiovisual, etc.)	HOMEWORK PER WEEK		
			1	2		DESCRIPTION	ATTENDING HOURS	HOMEWORK Max. 7H/WEEK
1	1	Description of Part I of the course. Marketing Thought: Origins, exchange, core marketing concepts	X			Reading: Kumar, V. (2015), Evolution of Marketing as a Discipline: What has happened and what to look out for. Journal of Marketing, 79(January), 1-9	2	2
1	2	Research in Marketing: research questions and methods	X			Reading: Summers, J.O. (2001), Guidelines for Conducting Research and Publishing in Marketing: From Conceptualization Through the Review Process, Journal of the Academy of Marketing Science, 29 (4), 405-415	2	8
2	1	Marketing Strategy, Market Orientation and Organizational Learning: strategies, segmentation and positioning	X			Reading: Baker, W.E. and Sinkula, J.M. (1999), The Synergistic Effect of Market Orientation and Learning Orientation on Organizational Performance, Journal of the Academy of Marketing Science, 27 (Fall), 411-427	2	8
2	2	Marketing Performance: market response measures (cognitive, affective, behavioral), acquisition vs. retention, CLV customer lifetime value	X			Quiz 1. Reading: Rust, R.T., Lemon, K.N. and Zeithaml, V.A. (2004), Return on Marketing: Using Customer Equity to Focus Marketing Strategy, Journal of Marketing, 68 (1), 109-127.	2	8



3	1	Customer Perceptions: perceived value, quality, transaction and acquisition value, SERVQUAL	X			Quiz 2. Reading: Rego, L.L., Morgan, N.A., and Fornell, C. (2013), Reexamining the Market Share-Customer Satisfaction Relationship, <i>Journal of Marketing</i> , 77 (September), 1-20.	2	8
3	2	Customer Satisfaction: definitions, satisfaction as delight, ACSI American customer satisfaction index, other approaches	X		Computers room	SPSS practice: Analyzing customer satisfaction surveys	2	8
4	1	Customer Relationship Management: relational marketing (satisfaction, trust and commitment), CRM applications, loyalty	X			Quiz 3. Reading: Ernst, H., Hoyer, W.D., Krafft, M. and Krieger; K. (2011), Customer relationship management and company performance—the mediating role of new product performance, <i>Journal of the Academy of Marketing Science</i> , 39, 290-306.	2	8
4	2	Description of Part II of the course. Introduction and Methods in Marketing Research	X			Reading: Reiss, P.C. (2011). Descriptive, Structural and Experimental Empirical Methods in Marketing Research, <i>Marketing Science</i> , 30(6): 950-964.	2	2
5	1	Marketing Mix: Marketing Mix Concept and Marketing Decision Models	X			Problem Set 1. Reading: Berry, S. T. (1994). Estimating discrete-choice models of product differentiation. <i>The RAND Journal of Economics</i> , 242-262	2	8
5	2	Product and Branding: Brand Equity and Awareness and Consideration Set	X			Discussion reading Hershfield, H. E., Goldstein, D. G., Sharpe, W. F., Fox, J., Yeykelis, L., Carstensen, L. L., & Bailenson, J. N. (2011). Increasing saving behavior through age-progressed renderings of the future self. <i>Journal of Marketing Research</i> , 48(SPL), S23-S37.	2	8



6	1	Product and New Introductions: New Products, Pioneer Advantage, and Product Proliferation	X			Discussion reading Erdem, T., and Await, J. (2004). Brand credibility, brand consideration, and choice. <i>Journal of Consumer Research</i> , 31: 191-198.	2	8
6	2	Pricing: Price Concept, Pricing Strategies, and Reference Price	X			Problem Set 2. Reading: Carpenter, G.S., and Nakamoto, K. (1989). Consumer preference formation and pioneering advantage. <i>Journal of Marketing Research</i> , 26(3): 285-298	2	8
7	1	Communication: Marketing Communication Mix, Advertising, and Sales Promotions	X			Discussion reading. Rajendran, K.N., and Tellis, G.J. (1994). Contextual and temporal components of reference price. <i>Journal of Marketing</i> , 58: 22-34.	2	8
7	2	Distribution Channels and Retailing: Distribution Channels, Manufacturer-Retailer interaction, and Two Sided-Markets	X			Problem Set 3.	2	8
		Tutorials					7	
TOTAL HORAS							35	100