

27349 - Marketing Management II

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
Degree	454 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management
ECTS	6.0
Year	4
Semester	Half-yearly
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

- Theoretical and practical sessions.

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- Search and analysis of information (computer support).
- Preparation and performance of oral presentations.
- Problem solving.
- Study of cases.
- Teamwork with other students.

5.2.Learning tasks

1. Lectures on theoretical issues on the agenda (30 hours). The content will focus on the study and analysis of the purchase decision process (consumer and corporate), the identification and assessment of market segments to define the positioning of the marketing offer. Furthermore, it depends in the organization of the marketing function in strategic planning and marketing.
2. Sessions to solve problems in the computer room and individual and / or group presentation of case studies (30 hours).
3. Supervised activities and / or seminars: supervision of the work done by the students, answers to questions about the theoretical and practical contents of the subject, and solution of specific practices applied to the theoretical content.
4. Student work: includes the learning and exam preparation of theoretical and practical content, resolution of practical activities, conducting individual and / or group activities. (90 hours in combination with supervised activities)
5. Evaluation activities.

Total 150 hours = 6 ECTS

5.3.Syllabus

TOPIC 1: CONSUMER BEHAVIOR

TOPIC 2: BUSINESS BUYING BEHAVIOR

TOPIC 3: MARKET SEGMENTATION

TOPIC 4. DIFFERENTIATION AND SEGMENTATION STRATEGIES

TOPIC 5: ORGANIZATION AND MANAGEMENT OF THE MARKETING SECTION

TOPIC 6: THE MARKETING PLAN

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5.4.Course planning and calendar

The timing and scheduling of the theoretical and practical sessions of the course will be communicated to students through the program at the beginning of the academic year.

The dates of the evaluation systems and essay submission will be communicated to each group through the ADD.

5.5.Bibliography and recommended resources

[BB: Bibliografía básica / BC: Bibliografía complementaria]

- | | |
|-----------|--|
| BB | Cruz Roche, Ignacio : Fundamentos de marketing / Ignacio Cruz Roche . - [1a. ed., 1a. reimp.] Barcelona : Ariel, 1990 (1991 imp.) |
| BB | Kotler, Philip : Dirección de marketing / Philip Kotler, Kevin Lane Keller ; traducción, Leticia Esther Pineda Ayala, Lourdes Amador Araujo ; revisión técnica, Javier Cervantes González . - 15ª ed. México : Pearson Educación, 2016 |
| BB | Kotler, Philip. Dirección de marketing / Philip Kotler ; [adaptación española por] Dionisio Cámara, Idefonso Grande, Ignacio Cruz . - Ed. del milenio, 10a ed. Madrid : Prentice-Hall, 2000 |
| BB | Lambin, Jean-Jacques : Casos prácticos de marketing / Jean-Jacques Lambin ; traducción y adaptación técnica Nora Lado, Jaime Rivera ; revisión de la traducción Alejandro Mollá Madrid [etc.] : MacGraw-hill, D.L. 2003 |
| BB | Marketing : estrategias y aplicaciones sectoriales / Rodolfo Vázquez Casielles, Juan A. Trespalcios Gutiérrez (directores) ; [autores], Ángel Agudo San Emeterio ... [et al.] ; coordinación editorial, Ignacio A. Rodríguez-Del Bosque . - 4ª ed. Cizur Menor (Navarra) : Thomson Civitas, 2005 |
| BB | Marketing / Philip Kotler, Gary Armstrong, Dionisio Cámara Ibáñez, Ignacio Cruz Roche; traducción Clara Eugenia Rivera Rodríguez, María de Ancos Rivera . 10ª ed., [última reimp.] Madrid [etc.] : Pearson Prentice Hall, 2005 |
| BB | Sainz de Vicuña Ancín, José María : El plan de marketing en la práctica / José Mª Sainz de Vicuña Ancín . - 18ª ed. rev. y act. Madrid : ESIC, 2013 |
| BB | Santesmases Mestre, Miguel. Marketing : conceptos y estrategias / Miguel Santesmases Mestre . - 6ª ed. Madrid : Pirámide, 2012 |



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