

61752 - Theoretical foundations of Marketing

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	6.0
Year	1
Semester	First semester
Subject Type	Compulsory
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

5.2.Learning tasks

5.3.Syllabus

The course will address the following topics:

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1. Scientific bases of marketing
2. Paradigms, schools of thought and marketing research
3. Dissemination of knowledge and research
4. Recent contributions to the area of knowledge
5. Marketing focus on productivity
6. Co-creation of value
7. Analysis of business-customer relationships, and emotions and complaints management
8. Consumer responses to the new technologies

5.4.Course planning and calendar

5.5.Bibliography and recommended resources