61762 - Results of internal and external 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	3.0
Year	1
Semester	Second semester
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

The teaching methodology will combine lectures with the study, reflection and sharing of some of the proposed texts. In lectures, the theoretical concepts will be explained with the help of research papers, which allow a better understanding of the contents and student participation.

The practice sessions are fundamentally participatory, so that the student takes the leading role in the process of teaching and learning. Thus, from the materials proposed by the teacher, the student must reflect and discuss them using

the previously developed theoretical concepts.
The autonomous work of the student will determine the achievement of the learning objectives. This focuses on the reading and understanding of the proposed materials.

5.2.Learning tasks

The course includes the following learning tasks:

- Lectures and seminars: it will be up approximately 50% of the teaching load of the course. In them, the fundamental concepts of the course will be presented. The teacher will make a formal presentation of the relevant contents, the students must assimilate and expand the knowledge through the recommended resources. Additional learning materials will be available to the students.
- Theory and practice sessions: In these various resources related to the contents of the course will be available via the virtual platform Moodle. These resources will be research papers on the topics covered in the lectures. In addition, students can provide resources they consider interesting and related to the course. During these classes, students will reflect and discuss the proposed articles and presentations.

5.3.Syllabus

The course will address the following topics:

Section I. What is a Service
1.1. Service Definition
1.2. Features of services
1.3. Consequences of the characteristics of services in measuring quality
1.4. Classification of services
2. How is Quality Service Management
2.1. Evolution of Quality Concept
2.2. Quality in the Tertiary Sector
2.3. Consumer Satisfaction. Quality-related concept
2.4. Conceptual distinction between Satisfaction and Quality Service
2.5. The Role of Expectations As Standard Comparison
2.6. Disconfirmation model Expectations
2.7. Relative models of Perceived Quality of Service
2.7.1. Nordic School of Quality Service
2.7.2. American School of Quality Service
2.8. Quality Electronic Services

Section II

3. Internal Marketing
3.1. Evolution Concept
3.2. Internal Marketing Services
3.3. Elements for Internal Marketing Effectiveness
4. Marketing and External Relations Internal
5. Marketing Productivity
5.1. Generic Competitive Strategies
5.2. Determining Marketing Activities to be measured
5.3. Defining Marketing Productivity
5.4. Measuring Marketing Productivity
5.5. Leading Indicators Marketing Productivity

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5.4.Course planning and calendar

The schedule of sessions will be made public on the website of the Faculty. The presentation of papers and other activities will be communicated by the responsible teacher through appropriate means

5.5.Bibliography and recommended resources