

## 27349 - Marketing Management II

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	27349 - Marketing Management II
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
<b>Degree</b>	454 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management
<b>ECTS</b>	6.0
<b>Year</b>	4
<b>Semester</b>	Half-yearly
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **1.General information**

#### **1.1.Aims of the course**

#### **1.2.Context and importance of this course in the degree**

#### **1.3.Recommendations to take this course**

### **2.Learning goals**

#### **2.1.Competences**

#### **2.2.Learning goals**

#### **2.3.Importance of learning goals**

### **3.Assessment (1st and 2nd call)**

#### **3.1.Assessment tasks (description of tasks, marking system and assessment criteria)**

### **4.Methodology, learning tasks, syllabus and resources**

#### **4.1.Methodological overview**

- Theoretical and practical sessions.
- Search and analysis of information (computer support).
- Preparation and performance of oral presentations.

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- Problem solving.
- Study of cases.
- Teamwork with other students.

### 4.2.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 on 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

### 4.3.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

### 4.4.Course planning and calendar

The timing and scheduling of the theoretical and practical sessions of the course will be communicated to students

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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.

### **4.5. Bibliography and recommended resources**