

## 61752 - Theoretical foundations of Marketing

### Información del Plan Docente

<b>Academic Year</b>	2018/19
<b>Subject</b>	61752 - Theoretical foundations of Marketing
<b>Faculty / School</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	555 - Master's in Management, Strategy and Marketing
<b>ECTS</b>	6.0
<b>Year</b>	1
<b>Semester</b>	First semester
<b>Subject Type</b>	Compulsory
<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**

#### **4.2.Learning tasks**

#### **4.3.Syllabus**

The course will address the following topics:

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

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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

### **4.4.Course planning and calendar**

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