

61752 - Theoretical foundations of Marketing

Syllabus Information

Academic Year: 2020/21

Subject: 61752 - Theoretical foundations of Marketing

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.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

Combination of theory sessions in which student participation is encouraged, with practice sessions.

4.2.Learning tasks

The course includes the following learning tasks:

- Theory sessions
- Practice sessions
- T2 oral presentation
- Tutorials

Note: It is expected that classes will take place at the Faculty (offline). However, classes would take place online if it were necessary due to safety reasons.

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
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

http://biblos.unizar.es/br/br_citas.php?codigo=61752&year=2020