

Academic Year/course: 2021/22

## 27349 - Marketing Management II

### Syllabus Information

**Academic Year:** 2021/22

**Subject:** 27349 - Marketing Management II

**Faculty / School:** 109 - Facultad de Economía y Empresa

228 - Facultad de Empresa y Gestión Pública

301 - Facultad de Ciencias Sociales y Humanas

**Degree:** 448 - Degree in Business Administration and Management

454 - Degree in Business Administration and Management

458 - Degree in Business Administration and Management

**ECTS:** 6.0

**Year:** 4

**Semester:** Second semester

**Subject Type:** Optional

**Module:**

### 1. General information

### 2. Learning goals

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

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

#### 4.1. Methodological overview

The methodology followed in this course is oriented towards the achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions and tutorials.

#### 4.2. Learning tasks

This course is organized as follows:

- **Lectures** (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 deepens in the organization of the marketing function in strategic planning and marketing.
- **Practice sessions** (30 hours). Problem-solving sessions in the computer room and individual and / or group presentation of case studies.
  - 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.
- **Autonomous work and study** (90 hours). This includes the learning and exam preparation of theoretical and practical content, resolution of practical activities, conducting individual and / or group activities.
- **Assessment tasks.**

In principle, the teaching delivery methodology is expected to pivot around face-to-face classes. However, if necessary for

health reasons, the face-to-face classes may be taught semi-face-to-face or online.

### 4.3. Syllabus

This course will address the following topics:

- **Topic 1:** Consumer behavior
- **Topic 2:** Business buying behavior
- **Topic 3:** Market segmentation
- **Topic 4:** Diferentation and segmentation strategies
- **Topic 5:** Organization and management of the marketing section
- **Topic 6:** The marketing plan

### 4.4. Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Moodle website (<https://moddle2.unizar.es>); Academic calendar website (<https://academico.unizar.es/calendario-academico/calendario>); or the website of your corresponding faculty (Zaragoza: <https://econz.unizar.es/>, Huesca: <http://fegp.unizar.es/>, Teruel: <http://fcsch.unizar.es/>).