

Academic Year/course: 2021/22

## 61752 - Theoretical foundations of Marketing

### Syllabus Information

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**Academic Year:** 2021/22

**Subject:** 61752 - Bases teóricas en márketing

**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

### 2. Learning goals

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

### 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 learning activities of the course are divided into two types of activities:

- Face-to-face class and content discussion (30 hours; attendance 100%)
- Presentation and discussion of research papers and research proposals (120 hours; 25% attendance)

These activities are developed throughout the course in order to help the student achieve the learning results. It includes the following learning tasks:

- Lectures: the teacher presents theoretical contents illustrated with relevant examples, encouraging the students' active participation. The students will be provided with support materials that will allow them to follow the lessons. These materials, which will be at the students' disposal on the online platform (Anillo Digital Docente, ADD), complement but not replace the notes that students take in class.
- Practice sessions: they include discussion and presentation of research articles.
- T2 oral presentation: at the end of the course, the students will make an oral presentation of the results derived from their assessment task 2.
- Tutorials: office hours can be used to solve doubts and for follow-up of students' learning progress. Students can also email the teachers to solve any doubts or make inquiries.

**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

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

[http://biblos.unizar.es/br/br\\_citas.php?codigo=61752&year=2021](http://biblos.unizar.es/br/br_citas.php?codigo=61752&year=2021)