

61762 - Results of internal and external marketing

Syllabus Information

Academic year: 2024/25

Subject: 61762 - Results of internal and external marketing

Faculty / School: 109 - Facultad de Economía y Empresa

Degree: 555 - Master's in Management, Strategy and Marketing

ECTS: 3.0

Year: 1

Semester: Second semester

Subject type: Optional

Module:

1. General information

The aim of this subject is to deepen the results of the marketing actions developed by the organization from an internal and external perspective. It highlights the need for organizations to invest in marketing assets for their development from a approach oriented to the customer (internal and external) and in a productive way. Marketing productivity is a determinant of organizational performance and success.

2. Learning results

- To know the fundamentals of marketing research related to the analysis (measurement and modelling) of the productivity of this action within the organisation.
- To interpret the results obtained from the most relevant research works in the field.
- To analyse, evaluate and make decisions related to the subject's topics based on the search, selection and review of relevant literature.
- To understand the value creation processes that directly involve the organization's customer.
- To assess the importance of implementing, monitoring and analysing databases that allow the organization to determine the productivity and performance of its marketing activities.
- To devise, develop and write down a relative and structured research project: research objectives, added value, background literature, proposed methodological development and conclusions.
- To orally transmit their knowledge and ideas and defend them in public.

3. Syllabus

PART I:

1. Services

Service Quality Management

PART II:

Internal Marketing

2. Internal and External Marketing Relationships

3. Marketing Productivity and Performance

4. Academic activities

- Lectures and seminars: the fundamental concepts of the subject are presented. They should be assimilated and increased by the students using the recommended resources.
- Theoretical-practical classes: focused on analysing, reflecting, discussing and presenting research articles on the topics covered in the masterclasses.
- Students' autonomous work: in addition to the preparation of the theoretical concepts of the subject, the students must carry out activities focused on the analysis of research articles, which can be carried out inside or outside the classroom.

5. Assessment system

FIRST CALL: Assessment: continuous and global.

Continuous Assessment

- Active student participation through reflection, sharing and discussion of academic re The student must submit a

summary and a final reflection to the teacher. It represents 25% of the final grade.

- Detailed analysis and presentation of two academic articles. The following sections should be addressed: 1) Objectives of the research; 2) Current status of the question; 3) Methodology used; 4) Results, conclusions and implications; 5) Future lines of research; and 6) Personal reflection. Approximate length: six pages (Times New Roman, spacing 1.5, margins 3 cm). It represents 75% of the final grade (37,5% for each article). The presentation will last 15 minutes and will be evaluated on aspects such as communication skills, the structure followed, the mastery of the topic, the adjustment to the established time and the format of the transparencies.

Global assessment.

Written test, to be taken on the official date established by the centre, on the contents covered in the subject. It will consist of one or several development questions. A minimum grade of 5 points is required to pass it.

Assessment criteria:

In order to pass the subject, the sum of the grades obtained by the student must be equal to or higher than 5 points.

The knowledge, understanding and use of the concepts and tools covered in the subject will be assessed. In addition, the ability to integrate and summarise the knowledge acquired will be valued.

SECOND CALL: Global assessment, similar to the global assessment test described in the first call.

6. Sustainable Development Goals

8 - Decent Work and Economic Growth

12 - Responsible Production and Consumption