

27349 - Marketing Management II

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa 228 - Facultad de Empresa y Gestión Pública 301 - Facultad de Ciencias Sociales y Humanas
Degree	454 - Degree in Business Administration and Management 458 - Degree in Business Administration and Management 448 - Degree in Business Administration and Management
ECTS	6.0
Course	4
Period	Half-yearly
Subject Type	Optional
Module	---

1.Basic info

1.1.Recommendations to take this course

1.2.Activities and key dates for the course

2.Initiation

2.1.Learning outcomes that define the subject

2.2.Introduction

3.Context and competences

3.1.Goals

3.2.Context and meaning of the subject in the degree

3.3.Competences

3.4.Importance of learning outcomes

4.Evaluation

5.Activities and resources

5.1.General methodological presentation

- Theoretical and practical classes.

- Search and analysis of information (computer support).

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- Preparation and performance of oral presentations.
- Problem solving.
- Study of cases.
- Teamwork with other students.

5.2.Learning activities

1. Lectures on theoretical issues on the agenda. 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 depends in the organization of the marketing function in strategic planning and marketing.
2. Sessions to solve problems in the computer room and individual and / or group presentation of case studies.
3. Supervision 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.
4. Student work: includes the learning and exam preparation of theoretical and practical content, resolution of practical activities, conducting individual and / or group activities.
5. Evaluation activities.

5.3.Program

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

5.4.Planning and scheduling

The timing and scheduling of the theoretical and practical sessions of the course will be communicated to students through the program at the beginning of the academic year.

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The timing of the various evaluations and essay delivery will be communicated to each group through the ADD.

5.5. Bibliography and recommended resources

UPDATED BIBLIOGRAPHY IS AVAILABLE THROUGH THE WEBSITE OF THE LIBRARY:
<http://psfunizar7.unizar.es/br13/eBuscar.php?tipo=a>