

61752 - Theoretical foundations of Marketing

Información del Plan Docente

Academic Year	2016/17
Academic center	109 - Facultad de Economía y Empresa
Degree	555 - Master's in Management, Strategy and Marketing
ECTS	6.0
Course	1
Period	First semester
Subject Type	Compulsory
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

5.2.Learning activities

5.3.Program

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

61752 - Theoretical foundations of Marketing

6. Co-creation of value
7. Analysis of business-customer relationships, and emotions and complaints management
8. Consumer responses to the new technologies

5.4.Planning and scheduling

5.5.Bibliography and recommended resources