

## 61762 - Results of internal and external marketing

### Información del Plan Docente

<b>Academic Year</b>	2016/17
<b>Academic center</b>	109 - Facultad de Economía y Empresa
<b>Degree</b>	555 - Master's in Management, Strategy and Marketing
<b>ECTS</b>	3.0
<b>Course</b>	1
<b>Period</b>	Second semester
<b>Subject Type</b>	Optional
<b>Module</b>	---

### **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**

The learning process that is designed for this subject is based on the following:

The teaching methodology will combine lectures, based on the lecture by the teacher, with the study, reflection and sharing of the various proposed texts. In them the main theoretical concepts will be developed using for better understanding by the student research papers that allow audience participation.

The practical classes are fundamentally participatory, so that the student takes the lead role in the process of teaching and learning. Thus, from the materials proposed by the teacher, the student must reflect and discuss them using the previously developed theoretical concepts.

Personal work to develop the student is what determines the achievement of the objectives established learning. This paper focuses on reading and understanding of the proposed materials.

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### 5.2.Learning activities

The program that the student is offered to help you achieve the expected results includes the following activities ...

Lectures and seminars: To which it will be up approximately 50% of the teaching load of the subject. In them the fundamental concepts of the subject will be presented. The teacher will make a formal presentation of the relevant subject, the student must assimilate and expand through the resources recommended. It is made available to the students teaching materials to help them follow the theoretical explanations.

Theoretical and practical classes: In these various resources related to the content of the course, the student made available through moodle will work. These resources will focus on research papers on the topics covered in lectures. In addition, students can provide resources always interesting to consider that relate to the subject. During these classes will work, it will reflect and discuss the proposed articles and presentations by those pupils. It is intended to encourage participation and discussion among students.

### 5.3.Program

1. What is a Service
    - 1.1. Service Definition
    - 1.2. Features of services
    - 1.3. Consequences of the characteristics of services in measuring quality
    - 1.4. Classification of services
  2. How is Quality Service Manage
    - 2.1. Evolution of Quality Concept
    - 2.2. Quality in the Services Sector
    - 2.3. Consumer Satisfaction. Quality related concept
    - 2.4. Conceptual distinction between Satisfaction and Quality of Service
    - 2.5. The Role of Expectations As Standard Comparison
    - 2.6. Disconfirmation model Expectations
    - 2.7. Relative models Perceived Quality of Service
      - 2.7.1. Nordic School of Quality of Service
      - 2.7.2. American School of Quality Service
    - 2.8. Quality Electronic Services
- PART II:
3. Internal Marketing
    - 3.1. Evolution Concept
    - 3.2. Internal Marketing Services
    - 3.3. Elements for Internal Marketing Effectiveness
  4. Marketing and External Relations Internal
  5. Marketing Productivity
    - 5.1. Generic Competitive Strategies
    - 5.2. Determining Marketing Activities to be measured
    - 5.3. Defining Marketing Productivity
    - 5.4. Measuring Marketing Productivity
    - 5.5. Leading Indicators Marketing Productivity

### 5.4.Planning and scheduling

The schedule of sessions will be made public on the website of the center , the presentation of papers and other activities will be communicated by the responsible teacher through appropriate means

### 5.5.Bibliography and recommended resources