

Marketing

Master in L&M 2E 2022/2023

Lecturer To be assigned

E-mail _____

Office Hours _____

Introduction

Goals

This course aims at leading the students to:

- analyze the role of marketing within the firm and society.
- develop skills that enable students to examine how firms organize, implement and control marketing efforts.
- provide an extended knowledge of the management of each element of the marketing-mix variables: product, promotion, price, and distribution.
- Identify the major operationalization mechanisms of marketing strategy and the integration of marketing variables.

Methods

Students have 1 class per day (4 hours) during 10 consecutive working days. Classes will be both theoretical and practical, strongly supported in the discussion of case studies.

Lecturer

To be assigned

Course Contents

1. Marketing plan and Management of the marketing-mix
2. Product, services, brand decisions
3. Pricing decisions
4. Communication decisions
5. Marketing channels decisions
6. Operational marketing in action — Marketing Plan

Assessment

Theoretical lecturing is combined with practical applications, with Case Studies and academic papers assignments. A project work consisting on the development of a Marketing Plan is done throughout the course.

Written exam: 50%

Marketing Plan (project work): 40%

Academic paper critical reading and analysis: 10%

References

Kotler, P., & Armstrong, G. (2017). Principles of Marketing (17th ed). Essex, England: Prentice-Hall

Wood, M. (2017). Essential Guide to Marketing Planning (4th ed). Harlow, United Kingdom: Pearson Education.

McDonald, M. (2001), Marketing Plans — How to Prepare Them, How to Use Them, (4 th ed.). Oxford, United Kingdom: Butterworth-Heinemann, Oxford.