

## Marketing

Master in L&M 3E 2023/2024

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.