

**COURSE DATA****Data Subject**

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|----------------------|--------------------|
| Code | 44477 |
| Name | Marketing seminars |
| Cycle | Master's degree |
| ECTS Credits | 2.0 |
| Academic year | 2022 - 2023 |

Study (s)

| Degree | Center | Acad. year | Period |
|---|----------------------|-------------------|---------------|
| 2212 - M.U. en Dirección de Empresas. MBA 15-V.2 | Faculty of Economics | 1 | First term |

Subject-matter

| Degree | Subject-matter | Character |
|---|-----------------------------|------------------|
| 2212 - M.U. en Dirección de Empresas. MBA 15-V.2 | 2 - Marketing and logistics | Obligatory |

Coordination

| Name | Department |
|--------------------------|------------------------------------|
| MOLLA DESCALS, ALEJANDRO | 43 - Marketing and Market Research |

SUMMARY

Marketing Seminars is a subject that complements the subjects of Marketing, Logistics, and International Marketing with managers and professionals who discuss and analyse experiences, specific problems, as well as the most current techniques in marketing management.

PREVIOUS KNOWLEDGE**Relationship to other subjects of the same degree**

There are no specified enrollment restrictions with other subjects of the curriculum.



Other requirements

No enrolment restrictions with other subjects in the curriculum are specified.

OUTCOMES

2212 - M.U. en Dirección de Empresas. MBA 15-V.2

- Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.
- Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.
- Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.
- Students should demonstrate self-directed learning skills for continued academic growth.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Know and identify the principles of action and master plans of corporate social responsibility that allow the implementation of strategies aimed at improving confidence in the company, the relations with its environment, its image, its legitimacy and its social prestige.
- Prepare, write and publicly present business reports and projects in a clear and coherent manner, defend them with rigour and tolerance and respond satisfactorily to criticisms relating to them.
- Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.
- Analyse, synthesise and evaluate information, in a rigorous and critical manner, and be able to identify assumptions, assess evidence, detect false logic or reasoning, identify implicit values, and generalise adequately about problems and situations related to the business world.
- Act in the company's decision-making within the framework of human rights, democratic principles, the principles of equality between women and men, solidarity, environmental protection, universal accessibility and design for all, and the promotion of a culture of peace.
- Promote the ability to work in a team and to collaborate and organise the group's activities effectively and efficiently both in the area of general management and in the other functional areas of the company.
- Make both individual and collective decisions in professional practice as a company manager.
- Integrate the company into its socio-economic and competitive environment according to threats and opportunities.



- Analyse and assess the functional areas of the company with the aim of understanding its current and potential strengths and weaknesses as a support for decision making.
- Integrate the different functional areas of the company (marketing, finance, human resources, operations) in a synergistic way.
- Formulate the corporate strategy of a given company, as well as the competitive and functional strategies deriving from it.
- Apply creativity, knowledge and rigour to evaluate competitive strategies.
- Analyse different quantitative methods to solve problems in situations of uncertainty and specify the strategies to improve the company's overall performance and get ahead of competitors.
- Compare the solutions found for complex problems of company management, examine the most suitable method for decision making both at the tactical and the strategic level, and give the reasons for selecting this method.
- Organise and plan the activities of a marketing department in the business environment and in coordination with the other functional areas of the organisation.
- Manage the processes in the distribution channel efficiently and make decisions in the field of integral logistics.

LEARNING OUTCOMES

- Understand the marketing functions of a company and their place in the organisational chart.
- Understand the variables of the marketing mix and the tactical and strategic implications.
- Understand the key aspects of decisions related to the marketing plan.
- Be able to formulate a marketing plan.
- Understand the main communication instruments within the marketing environment.
- Understand the main types of distributors and their most important functions.
- Understand the models of the product life cycle and the adoption of innovations.
- Understand the importance of price and the main price decisions.
- Be able to establish the necessary resources for an understanding of the market and relations with both customers and suppliers.
- Understand the main marketing strategies and be able to apply them in a competitive environment.
- Formulate and develop a basic market research process.
- Understand how logistics operations work between companies and their clients.
- Optimise the management of transport systems in a company.
- Manage logistics from a customer service perspective.

DESCRIPTION OF CONTENTS



1. Digital Marketing

2. Branding

3. Marketing special applications

WORKLOAD

| ACTIVITY | Hours | % To be attended |
|--------------------------------------|--------------|------------------|
| Theory classes | 17,00 | 100 |
| Tutorials | 3,00 | 100 |
| Readings supplementary material | 15,00 | 0 |
| Preparation of evaluation activities | 10,00 | 0 |
| TOTAL | 45,00 | |

TEACHING METHODOLOGY

This subject is structured into expert seminars.

Sessions will enable a reaffirmation of the learning of the concepts, theories, and techniques studied in the other three management subjects and the development of attitudes and skills for professional practice.

Students must prepare, on the terms and dates indicated by the coordinator, the readings, materials, and information necessary to follow up the sessions with the experts.

EVALUATION

The evaluation system of this subject consists of:

1. Objective test: preparation of a report on the contents of the seminars (70 percent of the final mark).
2. Attendance and active participation in class (30 per cent of the final mark).

REFERENCES



Basic

- - Anaya, J.J. (2015). Logística Integral. La Gestión Operativa de la Empresa. ESIC Editorial. Madrid.
- - Chernev, A. (2018). The Marketing Plan Handbook. 5th.ed. Cerebellum Press. Chicago.
- - De Caleruela, F. (2015). El libro rojo de la logística. AECOC.
- - Kotler, P. y Armstrong, G. (2018). Principios de Marketing. 17ª ed. Pearson. Madrid.