

Marketing Techniques

UFV CODE: 1376 **ECTS:** 4.5

TYPE OF COURSE: OP, 2C **HOURS:** 45

INTERNATIONAL CODE: MKT1376 **YEAR:** 5

REQUIREMENTS: MKT1377

OBJECTIVES: 1. For students to understand that merchandising is, ultimately, an instrument

of communication that plays a role in the final step of the buying decision process.

2. To understand how the consumer makes the final buying decision according to the type of product and outlet. 3. To understand the principal tools of merchandising

and how they are applied to different types of outlets

COURSE DESCRIPTION: The consumer and the final buying decision process, from

the planned buy to the impulse buy. Commercial outlets. The physical and environmental

space. The location of the outlet and elements of presentation and sale. Personal selling. Self-service shopping. Product presentation and layout. The store check. Elements of communication at the point of sale. Functionality, design and limitations.

The outlet and brand relationship

BIBLIOGRAPHY: UNDERHILL, F.: ¿Por qué compramos? Gestión_2000, 2002

METHODOLOGY: The methodology will be practical-based because of the nature of

the subject, including visits to commercial outlets and identification of different merchandising

tools

EVALUATION: Class exercises and final exam

PROFESSOR: To be appointed **LANGUAGE:** Spanish