

**COURSE NAME: MARKET SOCIOLOGY**

**UFV CODE: 1338 ECTS: 4.5**

**TYPE OF COURSE: O, 1C**

**INTERNATIONAL CODE: HUM1338 YEAR: 4**

**REQUIREMENTS: None**

**OBJECTIVE:** Identify the factors at work in the market; market penetration strategies

**DESCRIPTION:** Description of national and trans-national institutions, private companies, user/consumer associations, distributors. Classification of customers. Principles of market and customer segmentation. Positioning and other market penetration strategies

**BIBLIOGRAPHY:** MARTÍNEZ, E.: Manual de Investigación Comercial. Pirámide, Madrid 2000

**METHODOLOGY:** Theoretical explanations applied to real cases. Analysis of the situation of actual companies and products

**EVALUATION:** 20% class attendance and participation, 40% multiple-choice exam, 40% individual assignment

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