

COURSE NAME: MARKETING TECHNIQUES

UFV CODE: 1170 **ECTS:** 4.5

TYPE OF COURSE: OP, 1C

INTERNATIONAL CODE: MKT1170 **YEAR:** 3

REQUIREMENTS: MKT1114

OBJECTIVES: To cover all areas of marketing, recognizing the tools used in each of

them and their effect on the consumer. To apply combined strategies and possible

strategies depending on the objectives. To consider real cases

COURSE DESCRIPTION: Strategic marketing: mission and vision. Product marketing

techniques: the brand. Packaging. The price factor. Brand manager and product manager.

Distribution policy. The concept of channels. Classification of distributors.

Promotional marketing. Impulse policies. Merchandising. Advertising, public relations

and promotion. Direct marketing. Loyalty techniques: cards and client/points programs

BIBLIOGRAPHY: TORRES, J.M. y CORDOVA, J.L.: Técnicas de marketing. Deusto, 4.^a

Ed., Navarra 1998. SANTESMASES MESTRE, M.: MÁRKETING, Conceptos y Estrategias. Pirámide, Madrid 2001

METHODOLOGY: Classes will combine theory and practice, considering current cases

from real life

EVALUATION: Multiple choice exam (40 questions). Class attendance and participation.

Individual exercises

PROFESSOR: Paloma Fernández Fernández **LANGUAGE:** Spanish