

COURSE NAME: STRATEGIC AND PRODUCT MARKETING

UFV CODE: 1339 **ECTS:** 4.5

TYPE OF COURSE: O, 1C

INTERNATIONAL CODE: MKT1339 **YEAR:** 4

REQUIREMENTS: MKT1377

OBJECTIVE: Present the students with the fundamentals of strategic and product marketing, identifying the mechanisms of both areas

DESCRIPTION: Evaluates the marketing approach versus other traditional approaches: production, selling, commercialisation. Reviews the basic concepts of marketing and

the main strategies used by companies to launch and position products, using market

analysis techniques, methods of data evaluation and decision-making processes

BIBLIOGRAPHY: KOTLER, P. & ARMSTRONG, G.: Fundamentos de Marketing (6th edition).

Pearson Educación, México 2003

EVALUATION: 20% class attendance and participation, 80% multiple choice final exam.

METHODOLOGY: Conceptual explanation by the professor and interactive application

to real cases, requiring students to participate in evaluating the attitudes and methods

of institutions or brands

PROFESSOR: Ricardo Hernández Ontalba **LANGUAGE:** Spanish