

Course: Marketing Techniques

CREDITS: 3

UFV CODE: 1170

INTERNATIONAL CODE: MKT1170

HOURS: 45

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.