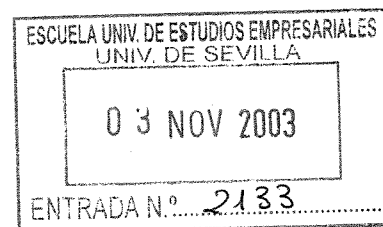




UNIVERSIDAD DE SEVILLA  
ESCUELA UNIVERSITARIA DE ESTUDIOS  
EMPRESARIALES

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# INVESTIGACIÓN Y COMERCIALIZACIÓN

DIPLOMATURA DE CIENCIAS EMPRESARIALES  
(English Program)

**Professor**

Dr. D. David Martín Ruiz

Diligencia para hacer constar que el presente programa es el depositado por el Dpto. en este Centro.  
El Secretario del Centro: José Ángel Pérez López

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Departamento de Administración de Empresas y Comercialización e Investigación de  
Mercados (Marketing)

## • **SYLLABUS.**

### **CHAPTER 1.- DEFINING MARKETING IN THE 21<sup>st</sup> CENTURY.**

- 1.1.- What is marketing? Core marketing concepts.
- 1.2.- Managing marketing tasks in the company.
- 1.3.- Company orientation toward the marketplace.
- 1.4.- Building customer value, satisfaction and loyalty.

### **CHAPTER 2.- EXPLORING THE MARKETING ENVIRONMENT.**

- 2.1.- The relevance of the environment.
- 2.2.- The microenvironment of the company.
- 2.3.- Analyzing trends in the macroenvironment.
- 2.4.- Monitoring and scanning the environment.

### **CHAPTER 3.- MARKETING STRATEGIC PLANNING.**

- 3.1.- Organizational levels of planning.
- 3.2.- Analyzing marketing opportunities.
- 3.3.- Marketing Plan: situation analysis and setting objectives.
- 3.4.- Developing, implementing and controlling marketing strategies and plans.

### **CHAPTER 4.- GATHERING MARKET INFORMATION: MARKETING RESEARCH.**

- 4.1.- The marketing intelligent system.
- 4.2.- The marketing research process.
- 4.3.- Quantitative collecting methods in marketing research.
- 4.4.- Qualitative collectintg methods in marketing research.

### **CHAPTER 5: FORECASTING MARKET DEMAND.**

- 5.1.- The demand concept and measures.
- 5.2.- Models of demand. Antecedents of market demand.
- 5.3.- Estimating current demand.
- 5.4.- Forecasting future demand.

## **CHAPTER 6.- DEALING WITH COMPETITORS.**

- 6.1.- Identifying competitive forces.
- 6.2.- Industry and market concept of competition.
- 6.3.- Analyzing competitors.
- 6.4.- Designing competitive strategies.

## **CHAPTER 7.- ANALIZING CONSUMER MARKETS AND BUYING BEHAVIOR.**

- 7.1.- The development of a consumer buyer behavior model.
- 7.2.- Factors influencing consumers buying behavior .
- 7.3.- Purchase situation and customer involvement.
- 7.4.- The buying decission process.

## **CHAPTER 8.- SELECTING AND TARGETING MARKET SEGMENTS.**

- 8.1.- The need for effective market segmentation.
- 8.2.- Bases for segmenting consumer markets.
- 8.3.- Marketing targeting: evaluating and selecting market segments.
- 8.4.- Positioning strategies for products and services.



## **• BIBLIOGRAPHY.**

- Kotler, P. (2003) "Marketing Management" - International Edition, 11<sup>th</sup> Edition, ed. Prentice Hall, New Jersey (United States)
- Kerin, R.A., Berkowitz, E.N., Hartley, S.W., Rudelius, W. (2003) "Marketing", 7<sup>th</sup> Edition, ed. MacGraw Hill,. New York (United States).

## **• GENERAL OBJECTIVES**

The general objective of this subject is to introduce to the student the basic concept, domain and scope of marketing management. Therefore, the present syllabus synthetizes the main topics of marketing up to a preliminary level within the context of business management.

## • **EVALUATION PROCESS.**

The evaluation process will be performed taking two criteria into account. First, a group project assigned by the professor will account for a 50% of the total mark. The group project will be presented and defended by the group during class time before the completion of the semester. Secondly, a final exam will test the student's knowledge of the contents displayed in this syllabus, as also of any complementary materials handed out by the professor during class. This exam will account for another 50% of the student mark. It is necessary, but not sufficient to pass the subject, to obtain at least a minimum 30% score in each part – project and exam – in order to average them into a final mark. The professor will provide a general evaluation of each student according to their final mark, their attitude, motivation and involvement during class.

Examination dates will be published by the secretary of the Business School on due time.