

UPF10106 DIRECCION COMERCIAL (II) Marketing Management

Track: Advanced; Honors;

(Section 1) We, 10:00-11:00 am; Th, Fr, 9:00-11:00 am; (Section 2) Mo, Tu, 5:30-7:30; We, 5:00-6:00 pm;

Second part of the course Marketing Management I, the present course is focus in the phase previous to decision taking in marketing. The course propose a global overview on the business marketing plan, centering on the basic strategic decisions in order to achieve planned targets and its control. In addition, some classes will be focus on mix-marketing (product, prices, distribution and communication policies). During the semesters students must to discuss some case studies.

1 Strategic planning process. Strategy levels. Marketing and corporate strategies. The marketing plan.

2 Position strategy development.

3 Strategies according to the product life cycle

4 Development and launching process of new products.

5 Strategies for international markets.

6 Product policy: definition, features of the product. Management of the product line.

Trademark strategies.

7 Pricing policy. Concept and strategies.

8 Distribution policies: distribution function. Strategic decisions: vertical structure of the channel, distribution range. Logistics. Selling policies.

9 Communication policy: communication process. Variables of the communication "mix".

Communication strategies. Media and promotion policies.

10: Marketing establishment, organization and control.

Bibliography

COHEN, W. El plan de Marketing. Madrid: Deusto, 1989. KOTLER, Ph. Dirección de Marketing. 7a. ed. Nova York: Prentice-Hall, 1992. LAMBIN, J. J. Marketing estratégico. 2a. ed. Madrid: McGraw-Hill, 1991.