First Term

1. **Quantitative techniques**
   The objective is for participants to get familiarized with analytical and graphical techniques in statistics, putting the stress in data analysis through intuitions and not through a mere mathematical approach.
   
   a. Data analysis' terminology: observations, variables and distributions
   b. How to display the distribution of one variable in a graphic?
   c. How to describe the distribution of one variable analytically?
   d. To approximate the distribution of a variable through the density curve.
   e. The link between two numeric variables: introduction and linear regression
   f. The link between two categorical variables
   g. Introduction to statistical inference
   h. Introduction to hypotheses test

2. **Accounting and finance: marketing finances**
   Objective: To extract information about profitability, solvency, liquidity and business efficiency out of the financial statements in order to help decision making in an internal and external level.
   
   a. Financial statements
   b. The cash flow
   c. Cost calculation system. Partial and complete costs
   d. Ratio analysis
   e. Budgets preparation

3. **Market research: generation of consumer insights**
   The aim is to provide resources and experiences that allow the student to navigate in a large quantity of information, giving priority to the use of logic, one's own criteria and the knowledge to experiment the market's current situation.
   
   a. Introduction to market research
   b. Stages of a standard market research
   c. Types of market research and investigation areas
   d. General vision of the main methodologies
   e. Aims of a briefing and an investigation project
   f. Society and target research
   g. Baselines / attitudes / habits / segmentation
   h. Trends studies: coolhunting
   i. Work with product concepts
   j. Product test
   k. Purchase process, image, reputation and label prospective research
   l. IM support in the different stages of marketing communication
   m. Panel and Omnibus studies
   n. Insight appeal and development
   o. Role of creativity in MR
   p. MR organisation in business
   q. Professional associations
   r. Challenges in MR's future
Master of Science in Marketing

4. Identification of market opportunities
Market analysis and planning tools research for strategic decisions that allow organisations to take profit from business opportunities and to achieve the fixed goals.

a. Introduction and basic concepts of marketing
b. Market segmentation and positioning strategies
c. Product management in time
d. The process of strategic planning in marketing
e. Growth strategies
f. Internationalisation strategies
g. Product, line and brand strategies

5. Marketing Analytics and Big Data
This course is aimed to acknowledge the new challenges that must be faced by marketing professionals who wish to improve the services and products of companies using technologies and documentary principles for extraction and analysis of big volumes of data, access, mobile diffusion and presence in social networks.

a. The intern and extern data repositories
b. Client database management and Key Personal Indicators
c. Big data: the biggest data repository
d. Business intelligence
e. Types of data analysis
f. The organisation focused on data
g. Systems and tools for Analytics y Big Data
Second Term

1. Consumer’s behavior
   Intention: to achieve more sophisticated intuitions about consumer’s behavior through its study from a scientific point of view.
   a. Introduction to consumer’s behavior
   b. Motivation: the evolutionist basis of consume
   c. Consumer’s perception
   d. Invited lecturer: temptation and willpower
   e. Consumer’s motivation
   f. Attitudes: the evaluation process
   g. Decision making
   h. Character and social perception
   i. Consumers in their social environment

2. Communication Strategies
   The course’s objective is to give the participants a holistic vision of what implies the development of an effective market communication campaign. (“Effective” meaning ‘able to achieve by far the communication goals established by the business).
   a. Market research: analysis of the general situation and the target market
   b. Establishment of the goals
   c. Design and establishment of the communication strategy
   d. Creative tactics
   e. Theories of consumer’s behaviour and its application to the communication design
   f. Evaluation of the campaign’s effectiveness

3. Brand management and planning
   This course provides with the necessary knowledge and methodology to deal with each of the parts of this multidisciplinary management and, at the same time, to deal with the new problems of label management.
   a. Role of brand in business. The brand as a value generator
   b. Brand equity
   c. Corporative brand, architecture and portfolio brand management models
   d. Global brand management
   e. Definition process of the brand strategy
   f. Functional dimension: innovation
   g. Emotional dimension: brand archetype
   h. Brand’s social dimension (practical case)
   i. Digital tools for brand strategy

4. Strategic marketing
   Aim: to understand the process of decision making through the simulation of real cases and through Markstrat, a simulation game that allows the players to take control of a virtual business and make decisions on its behalf.
   a. Learning Markstrat’s platform operations
   b. Market research analysis
   c. Research and Development (R&D)
   d. Introduction of new products to the market
   e. Market consolidation
   f. Creation of the marketing plan’s schedule for each target
Third Term

1. **Digital marketing**
   *This course’s aim is to teach about the key facts of search engines (SEO and SEM) and different types of digital media, and to learn how to define an E-commerce strategy, either unique or additional to other existing marketing channels.*
   
   a. Search engine marketing
   b. Digital channels and social networks: label mission in social networks, tactics, social influence management and community management.
   c. E-commerce

2. **Relationship marketing**
   *Once they finish this course, participants will understand the strategic model of a CRM in different contexts: B2C and B2B, and will learn how to design and manage clients’ strategies, making the right segmentation, to gain client’s life cycle knowledge, to know the relevant metrics and to learn about clients fidelity – retention.*

   a. The value creation process with clients
   b. The main points for a GTM (go-to-market) strategy in a B2B environment
   c. Client segmentation
   d. Management of the different clients’ segments in a B2B environment
   e. Client management tools and processes implementation in a B2B environment
   f. Customer development and customer retention
   g. The value creation process

3. **Shopper marketing**
   *In this course participants will be taught on how to use marketing strategies at a channel and client level; how the interaction between the distribution channel and client works to ensure the success of a marketing plan; and how to develop a marketing strategy from a buyer’s point of view (and not only consumers) and in the point of sale, where a majority of buying decisions are taken.*

   a. Shopper marketing: introduction and key concepts
   b. Distribution’s situation. Commercial policies
   c. Retail management: Practical application of retail management by the first Spanish retailer.
   d. Merchandising
   e. Promotions
   f. Category management
   g. Price
   h. Market visit + feedback
   i. Negotiation