

# **MASTER IN MARKETING**

## **Objectives of the Master**

The Program has a strong academic foundation, designed to provide analytical tools and the practical skills needed to developing a marketing professional with an international perspective. Students will receive both the rigorous theoretical training of the most advanced techniques of Marketing and Market Research, and the intensive practical training in managing the different marketing areas of a company. The program aims to develop your practical skills using virtual business games, computer tools, exercises, and case studies, applying a continuous assessment model according with European Higher Education Area .

The training objectives of Master in Marketing are:

- To train experts in decision-making in all areas of marketing, with solid knowledge in business management, able to perform properly in any organization and tackle all areas of marketing research involved in the process.
- To provide command in the most relevant quantitative and qualitative techniques to solve marketing problems, showing the opportunities that marketing offers in regard to: brand strategy, product selling, distribution channels, market segmentation, consumer behavior analysis, etc.
- To promote the integration of the basic tools range in the daily work of marketing managers, market researchers, account executives and product managers, media planners, etc. It is intended to meet the professional needs of marketing, sales and commercial departments, of companies and communication enterprises, as well as market research institutes.
- To instill in students an academic interest on Trade and Marketing that could encourage them to pursue further studies leading to a later research career.
- To promote ethical behavior in Marketing Management and Market Research, and a clear awareness of corporate social responsibility.

These training objectives are related to the acquisition of the abilities described below and, in turn, with the learning of the theoretical and practical contents listed in each Subject.

## **Skills to be acquired**

### **General skills**

The Master's degree in Marketing will enable you to acquire the following general skills:

#### **-Instrumental**

- \*CG1: Solid theoretical knowledge of Marketing and Market Research.
- \*CG2: Effective knowledge of other disciplines / techniques used in Marketing and Market Research.
- \*CG3: Decision making skills.
- \*CG4: Fluid oral and written communication skills in the language(s) used throughout the training process.
- \*CG5: Independent learning ability.
- \*CG6: Ability to search and analyze information from different sources.
- \*CG7: Ability to critical analysis and synthesis.
- \*CG8: Ability to solve real problems.

#### **-Interpersonal**

- \*CG9: Ability to work in teams under different environments, such as interdisciplinary, multicultural and/or international.
- \*CG10: Ability to relate well to people.
- \*CG11: Ability to negotiate.
- \*CG12: Ability to manage and leadship.
- \*CG13: Tolerance and respect for diversity (gender, ethnic groups, culture).
- \*CG14: Ethical commitment.

#### **- Cross-curricular**

- \*CG15: Ability to get adapted to new situations.
- \*CG16: Critical and self-critical reasoning.
- \*CG17: Motivation for quality.
- \*CG18: Ability to work autonomously.
- \*CG19: Initiative and entrepreneurship
- \*CG20: Creativity or ability to generate new ideas
- \*CG21: Effective management of time and pressure.

### **Specific skills**

The Master's degree in Marketing will enable you to acquire the following specific skills, regardless of the track they choose:

\*CE1: To understand the fundamental concepts of microeconomics and business economics, as well as the application of these instruments to understand the environment in which an economic-business organization operates.

\*CE2: To comprehend the basic principles that guide consumer behavior, and its relationship with psychology, sociology and economics.

\*CE3. To know and apply the fundamental theories of strategic and operational marketing, and its application to marketing management under different philosophical approaches, emphasizing market orientation.

\*CE4: To learn the qualitative and quantitative tools for market research, to choose and apply the most appropriate technique to every problem, and understand the potential of computer tools in this area.

\*CE5: To understand and use statistics and econometrics tools to analyze data and marketing problems through scientific models, using appropriate software.

\*CE6: To understand and use operations research tools for decision making in the field of trade, its implementation through software, as well as interpret the solution provided by the model.

\*CE7: To learn how to use the abilities acquired by simulating real situations and through contact with business reality.

\*CE8: Analysis, evaluation and decision making on product and brand (development strategies, launch and positioning, product life-cycle management, brand value, and know the legal framework that rules products and brands management)

\*CE9: Analysis, evaluation and decision-making regarding distribution channels and sales force. Integrated distribution channels and supply management, conflicts management, efficiency, and activities of distribution and logistics, sales techniques, negotiation, management, account management, customer management and CRM, as well as new technologies for managing customer data ).

\*CE10: Analysis, evaluation and decision making on pricing (traditional methods, and scientific techniques)

\*CE11: Analysis, evaluation and decision making on communication (to know advertising tools and its legal framework, campaign management, online communication management, public relations and corporate communication management, management of sales promotions, control and measuring response of market, and choice budget of communication)

\*CE12: Analysis, evaluation and marketing decisions on specific sectors (services marketing and quality management, tourism and financial marketing, marketing of non-profit public organizations and international marketing).