

**COURSE DATA****DATA SUBJECT****Code:** 44477**Name:** Marketing seminars**Cycle:** Master's Degree**ECTS Credits:** 2**Academic year:** 2026-27**STUDY (S)**

Degree	Center	Acad. year	Period
2212 - Master's Degree in Business Management. MBA	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2212 - Master's Degree in Business Management. MBA	Marketing and logistics	COMPULSORY

COORDINATION

MOLLA DESCALS ALEJANDRO MANUEL

SUMMARY

Marketing Seminars is a subject that complements the subjects of Marketing, Logistics, and International Marketing with managers and professionals who discuss and analyse experiences, specific problems, as well as the most current techniques in marketing management.

PREVIOUS KNOWLEDGE**RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE**

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

No enrolment restrictions with other subjects in the curriculum are specified.

COMPETENCES / LEARNING OUTCOMES**2212 - Master's Degree in Business Management. MBA**



Act in the company's decision-making within the framework of human rights, democratic principles, the principles of equality between women and men, solidarity, environmental protection, universal accessibility and design for all, and the promotion of a culture of peace.

Analyse, synthesise and evaluate information, in a rigorous and critical manner, and be able to identify assumptions, assess evidence, detect false logic or reasoning, identify implicit values, and generalise adequately about problems and situations related to the business world.

Analyse and assess the functional areas of the company with the aim of understanding its current and potential strengths and weaknesses as a support for decision making.

Analyse different quantitative methods to solve problems in situations of uncertainty and specify the strategies to improve the company's overall performance and get ahead of competitors.

Apply creativity, knowledge and rigour to evaluate competitive strategies.

Compare the solutions found for complex problems of company management, examine the most suitable method for decision making both at the tactical and the strategic level, and give the reasons for selecting this method.

Formulate the corporate strategy of a given company, as well as the competitive and functional strategies deriving from it.

Integrate the company into its socio-economic and competitive environment according to threats and opportunities.

Integrate the different functional areas of the company (marketing, finance, human resources, operations) in a synergistic way.

Know and identify the principles of action and master plans of corporate social responsibility that allow the implementation of strategies aimed at improving confidence in the company, the relations with its environment, its image, its legitimacy and its social prestige.

Make both individual and collective decisions in professional practice as a company manager.

Manage the processes in the distribution channel efficiently and make decisions in the field of integral logistics.

Organise and plan the activities of a marketing department in the business environment and in coordination with the other functional areas of the organisation.

Prepare, write and publicly present business reports and projects in a clear and coherent manner, defend them with rigour and tolerance and respond satisfactorily to criticisms relating to them.

Promote the ability to work in a team and to collaborate and organise the group's activities effectively and efficiently both in the area of general management and in the other functional areas of the company.

Seek, select and assess information from the different actors in the environment, both through traditional methods and information and communication technologies, to use it effectively in the face of problems and situations related to business activity.



Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

1. Digital Marketing

2. Branding

3. Marketing special applications

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	3,00
Theory	17,00
Total hours	20,00

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	0,00
Individual or group project	0,00
Independent study and work	15,00
Preparation of lessons	0,00
Preparation for assessment activities	10,00



Resolution of case studies	0,00
Total hours	25,00

TEACHING METHODOLOGY

This subject is structured into expert seminars.

Sessions will enable a reaffirmation of the learning of the concepts, theories, and techniques studied in the other three management subjects and the development of attitudes and skills for professional practice.

Students must prepare, on the terms and dates indicated by the coordinator, the readings, materials, and information necessary to follow up the sessions with the experts.

EVALUATION

The evaluation system of this subject consists of:

1. Objective test: preparation of a report on the contents of the seminars (70 percent of the final mark).
2. Attendance and active participation in class (30 per cent of the final mark).

REFERENCES

- - Anaya, J.J. (2015). Logística Integral. La Gestión Operativa de la Empresa. ESIC Editorial. Madrid.
- - Chernev, A. (2018). The Marketing Plan Handbook. 5th.ed. Cerebellum Press. Chicago.
- - De Caleruela, F. (2015). El libro rojo de la logística. AECOC.
- - Kotler, P. y Armstrong, G. (2018). Principios de Marketing.17^a ed. Pearson. Madrid.