INTRODUCTION

The Marketing Management I module emphasized the analytical and strategic areas of the marketing process. This new module Marketing Management II, consists of 7 additional class sessions and focuses on the implementation of the marketing strategy understood as the tactical decisions made by managers with regards to the "Marketing Mix" and its 7"P’s": Product, Place, Promotion and Price (the traditional 4Ps for tangible products), as well as Physical evidence, Process and People (the newly added elements to reflect the reality of the service industry).

The outcome of this course is twofold: First to provide participants with the foundation knowledge and tools to deliver a value into the marketplace and second, to highlight the latest developments in this task.

AIMS

1. Introduce the basic concepts of the Marketing Mix variable in the service industries. Study the different policies and how they are related to each other.

2. Explain how the concepts work in practice in a diverse set of situations and gain a global understanding of the travel and hospitality industries.

3. Develop a marketing plan and put into practice the theory learned in the marketing and other modules covered in this Master.

4. Build on key professional and business consulting competencies such as:
   - Research and analytical capabilities
   - Teamwork skills
   - Written and oral communication skills
   - Client relationship management

METHODOLOGY

Learning will be achieved through:

- Personal study of the course syllabus material (technical notes and articles) and any additional bibliography
- Teaching sessions providing the theoretical framework and clarifying key concepts
- Class discussion of the reading material
- Individual preparation and class discussion of the case studies ("the case method")
- Elaboration (in small groups) of a marketing plan.

EVALUATION

Participants during this second module will be evaluated partly individually and partly from the teamwork as follows:

- Group work assignment (30%). During the class, each group will write a consultancy report and makes a presentation at the end.
Class participation (30%). Class participation is strongly promoted as a key tool towards a successful learning experience. Participants learn from each other and develop their expression and communication skills, a major managerial ability. Participants must be prepared for class discussion; preparation of the required reading material and case studies will occasionally be tested through 'quiz' tests.

Final Exam (40%). Passing the final exam is required in order to pass the subject

The grading system will be based on a 0-10 scale:

9 - 10 Exceptional
8 - 8.9 Excellent
7 - 7.9 Very good
6 - 6.9 Good
5 - 5.9 Pass
0 - 4.9 Fail

BIBLIOGRAPHY

- Marketing 3.0: From Products to Customers to the Human Spirit/ Philip Kotler- Wiley; 1 edition (May 3, 2010)