

- Chapter 1. Marketing Concept and its evolution in time
- Chapter 2. The Marketing-mix
- Chapter 3. Main Strategies – Product, Price, Place and Promotion
- Chapter 4. Market Study and Understanding the Different Players (PESTEL; 5 Forces Model; SWOT).
- Chapter 5. Consumer Behavior (One Model, The Different players/roles; the Buying Process
- Chapter 6. Market Segmentation (Target vs Audience)
- Chapter 7. Positioning
- Chapter 8. Competitive Strategies
- Chapter 9. Marketing Research – Main items related.
- Chapter 10. Marketing and Sales (Selecting members for a commercial team; Remuneration systems; The Sales Director; Some Sales Techniques; Management by Objectives).

Recommended References:

2012 KOTLER, Philip, AMSTRONG, Gary Principles of Marketing Boston MA: Pearson Education Limited;

2012 KOTLER, Philip, Marketing Management Boston MA: Pearson Education Limited;

2010 KOTLER, Philip, Marketing 3.0: from products to customer to the human spirit Hoboken, N.J. :Wiley,