

## Lesson 1. Marketing Management

- 1.1. Marketing importance
- 1.2. Strategies and plans.
- 1.3. Marketing management functions in business.
- 1.4. Strategic planification: marketing plan.
- 1.5. Market opportunities.
- 1.6. Holistic market approach

## Lesson 2. Limits of reference markets.

- 2.1. Connection between clients and consumers.
- 2.2. The market
- 2.3. Market segmentation process..
- 2.4. Market segmentation process strategies.
- 2.5. Brand names.
- 2.6. Strategic positioning.

## Lesson 3. Competence and competitive strategies.

- 3.1. Competences and analysis according to Porter.
- 3.2. Marketing competitive strategies.
- 3.3. strategies to obtain a competitive advantage.

## Lesson 4. Strategies to develop new products.

- 4.1. Market supply.
- 4.2. Product lifecycle.
- 4.3. New products classification.
- 4.4. Creating new products.
- 4.5. Product development diffusion

## Lesson 5. Pricing strategic decisions.

- 5.1. Marketing strategy prices.
- 1.5.2. Pricing strategies.

## Lesson 6. Value delivery process.

- 6.1. Designing marketing channels management.
- 6.2. Managing channels.
- 6.3. Distribution
- 6.4. Logistics

## Lesson 7. Value communication.

- 7.1. Designing and managing integral communication strategies.
- 7.2. Function of communication in Marketing.
- 7.3. Creative strategies and media.

## Lesson 8. Profitable long term growing.

- 8.1. Launching new offers.
- 8.2. International expansion.
- 8.3. Internationalization process.
- 8.4. International markets