

MASTER IN COMMERCIAL MANAGEMENT AND MARKETING

FINAL MASTER'S THESIS. TEACHING GUIDE

[2021-22]

GENERAL DETAILS

Name of module:	Final Masters' Thesis
Academic Year:	2021-22 First quarter
Degree:	MASTER'S PROGRAM IN COMMERCIAL MANAGEMENT AND MARKETING
Number of credits (ECTS):	5
Date of latest revision:	July 2021
Lecturer in Charge:	Ph D. Rosa Llamas

1. GENERAL DESCRIPTION

The final master's thesis allows students to apply the major marketing concepts (buyer behaviour, segmentation, targeting, positioning, product/service development and management, pricing, distribution, communication). It stresses the application of these concepts to profit, not-for-profit, large, small, new, mature, service, product-based, domestic and international organizations. It also develops specific skills such as conducting research, problem-solving, and business writing.

2. OBJECTIVES

The purpose of the master's thesis is to develop student skills in the processes and activities of marketing management. At the same time, it shows if the students have achieved a full understanding of the marketing concepts as a basis for general management decision-making and as a framework for analyzing marketing situations. The specific objectives of the final master's thesis are the following:

- To understand the importance of strategic marketing.
- To develop knowledge of the elements of the marketing process, the basic components of marketing programs, and the interaction of marketing with the other functions of the organization.
- To understand the elements of the marketing mix (product strategy, pricing, communications, and channels of distribution), and enhance problem solving and decision-making abilities in these areas.
- To understand what marketing managers do, and apply marketing thought across a range of managerial situations.
- To develop analytical skills in the marketing context to define problems, identify opportunities, and interpret their implications for decision-making.
- To develop skills in marketing analysis, planning, and managerial communication.

- To adopt a high quality approach when conducting research as the foundation for decision making.
- To design and execute a marketing plan with high standards, adopting academic conventions in the written presentation.
- To work independently and develop time management skills.

3. CONTENTS

The master's thesis must include the following sections:

Executive summary
1. Introduction—Objectives
2. Situation analysis
3. SWOT analysis and competitive advantage(s)
4. Market objectives
5. Marketing strategies
6. Marketing implementation
7. Marketing control
8. Conclusions
9. Bibliography
Appendix

4. TEACHING AND LEARNING METHODOLOGY

During the sessions, the instructor will explain how to approach the process of writing a master's thesis, from beginning to end. The lectures will address methodological issues, rather than focusing on the specific contents of the final thesis. In other words, the instructor will provide the students with an overarching perspective of the different phases, aspects, and challenges of writing a master's thesis, as well as the methodological tools to successfully accomplish their goal. The sessions, participatory in

nature, will encourage students to ask questions and share their experience through the process of writing their theses.

5. ASSESSMENT

The purpose of the master's thesis is to assess the students' ability to successfully apply the knowledge acquired in the rest of the courses of the program. In particular, to apply marketing management concepts, and to demonstrate their ability to produce and deliver high quality academic and managerial communication in the form of a written document. The grade of the master's thesis will take into account the degree of achievement of the abovementioned objectives or learning outcomes (see section 2). The preparation of the master's thesis is the culminating experience of the program, so a high level of academic achievement is expected.

6. BIBLIOGRAPHY

6.1.TEXTBOOK

- Sharp, Byron (2017). Marketing – Theory, Evidence, Practice. 2nd edition, Oxford University Press.

6.2.FURTHER READING

- Chernev, A. (2020). The Marketing Plan Handbook, 6th edition, Cerebellum Press.
- McDonald, M. and Wilson, H. (2016). Marketing Plans: How to Prepare Them, How to Profit from them, 8th edition. Wiley.
- Wood, M.B. (2011). The Marketing Plan Handbook. Prentice Hall.

6.3.WEB REFERENCES

- Wejo, H. (2021). Fundamentals of good writing. Available at:
https://www.linkedin.com/pulse/fundamentals-good-writing-henri-weijo/?trackingId=8UvIO1rMSP6t88u7ajlYkw%3D%3D&fbclid=IwAR2F3oSRIM9KiG_15nU6yFEyHD53L8q-ni9pYfqrLH21sVhH75BU2-HtOmg

6.4.WEBSITES

- Baidu Scholar: <http://xueshu.baidu.com>
- Google Scholar: <https://scholar.google.com/>
- Microsoft Academic: <https://academic.microsoft.com/home>

6.5.REFERENCE MANAGEMENT SOFTWARE

- Zotero: <https://www.zotero.org/>