

Weekly Program

To know the deadlines for the different activities visit the **Activities section** (in the main menu). Remember that the sum of the punctuations of all activities is 10. You can do all you prefer to until a maximum of 10 points which is the maximum grade you can obtain in the continuous evaluation.

	Units	Activities (10 points)
Week 1	Unit 1. Creating customers 1.1. Introduction 1.2. Introduction to types of marketing strategies 1.3. Focusing on performance and results 1.4. Analyzing performance 1.5. Analyzing your mission 1.6. Master class	Case: Nike Considered: Getting Traction on Sustainability (2.5 points) Test - Unit 1 (0.25 points)
Week 2	Case Study Preparation	Live Class Groups Debate Participation (1.75 points)
Week 3	Unit 2. Change management 2.1. Introduction 2.2. Policies for making the future 2.3. Seven sources of innovation 2.4. Master class	Test - Unit 2 (0.25 points)
Week 4	Case Study Resolution	
Week 5	Unit 3. Creating sustainable customer value 3.1. Introduction 3.2. Sustainable customer value 3.3. Principles of sustainable customer value 3.4. Master class	Test - Unit 3 (0.25 points)
Week 6	Unit 4. Industry Structure Analysis 4.1. Introduction 4.2. The five forces 4.3. Best strategies 4.4. Defining the relevant industry 4.5. Steps in industry structure analysis 4.6. Bibliographical References 4.7. Master class	Case: Eli Lilly: Recreating Drug Discovery for the 21st Century (2.5 points) Test - Unit 4 (0.25 points)
Week 7	Case Study Preparation	Live Class Groups Debate Participation (1.75 points)
Week 8	Unit 5. Shareholder value analysis 5.1. Limitations of earnings per share 5.2. Comparing cash flows on a risk-adjusted basis 5.3. Cash flow 5.4. Shareholder value parameters 5.5. Master class	Test - Unit 5 (0.25 points)
Week 9	Case Study Resolution	

Marketing Management and Strategic Marketing

	Units	Activities (10 points)
Week 10	Unit 6. Decision analysis 6.1. Principles of marketing evaluations 6.2. Multi-attribute evaluations 6.3. Defining attributes 6.4. Creating a decision model 6.5. Developing attribute measures 6.6. Testing for validity 6.7. Master class	Test - Unit 6 (0.25 points)
Week 11	Exams Week	