

Weekly Course Calendar

This calendar shows the division of the workload for the subject on a weekly basis for the whole quarter.

Week	Learning pathway	We will learn to	Units	Synchronous lessons	Case studies	Personal development plan	Test
Week 1	MODULE 1. Basics of innovative management strategy	Understand the importance of creating value for a brand. Know how to create long-term relationships through value creation for a brand. Know the differences between strategic planning and a marketing plan.	Unit 1. Marketing management	Introduction to the subject 45 min. Lesson unit 1		Huella UNIR Finish the “The Art of Storytelling” module of the training course and do the final test. (2.35 points)	Test for unit 1 (0.1 points)
Week 2		Understand what a competitive advantage and value creation is. Identify competitive advantages for a given company.	Unit 2. Create value for the client	Lesson unit 2			Test for unit 2 (0.1 points)
Week 3		Know the client life cycle. Build and apply a customer experience map.	Unit 3. Customer relationship management.	Lesson unit 3	Case Study 1 Individual reading and assignment.		Test for unit 3 (0.1 points)
Week 4				Lesson Introduction to Case 1	Case Study 1 Group Discussion (0.5 points)		

Week 5	MODULE 2. Analysis and management	Identify the key elements to measure customer satisfaction. Know about competition benchmarking.	Unit 4. Competitive intelligence in marketing	Lesson unit 4	Case Study 1 Team activity	Test for unit 4 (0.1 points)	
Week 6				Revision lesson			
Week 7		Understand the process of commercial research and its importance in decision making. Apply market research tools to obtain data. Know the difference between qualitative and quantitative studies.	Unit 5. Commercial research	Lesson unit 5	Case Study 2 Individual reading and assignment.	Test for unit 5 (0.1 points)	
Week 8				Lesson Introduction to Case 2	Case Study 2 Group Discussion (0.5 points)		
Week 9		Understand the concept of segmentation and positioning. Know how to apply the various positioning and segmentation strategies (undifferentiated, differentiated and focused)	Unit 6. Segmentation and positioning	Lesson unit 6	Case Study 2 Team activity	Test for unit 6 (0.1 points)	
Week 10				Lesson Solution to Case 2	Case Study 2 Presenting conclusions (3.75 points)		
Week 11				Revision lesson	Case Study 3 Individual reading and analysis		
Week 12		MODULE 3. Online	Understand the differences between	Unit 7. Online Marketing	Lesson unit 7	Case Study 3 Team activity	Test for unit 7 (0.1 points)

Week 13	marketing and planning	online and offline marketing and how they complement one another. Know how to apply inbound marketing techniques (SEO, SEM, email marketing, content marketing) to reach a target audience and customize messages.		Lesson Solution to Case 3	Case Study 3 Conclusions (2.75 points)		
Week 14		Identify digital marketing tools to define a digital marketing strategy. Know what a funnel is and how to apply it to any given company.	Unit 8. Digital marketing tools	Lesson unit 8			Test for unit 8 (0.1 points)
Week 15		Know in detail the stages of a marketing plan. Understand its traceability and its key contribution to the success of a marketing plan.	Unit 9. Integrated marketing plan	Lesson unit 9 Revision lesson			Test for unit 9 (0.1 points)
Week 16				Exams week			

NOTE

This Course Calendar is subject to change should the professor deem it best for the subject.