

## Marketing Trends

UGRA\_009633

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Departments	Department of Marketing
Teaching Languages	English and Spanish
ECTS	3
Teacher responsible	Casaburi Ivana - ivana.casaburi@esade.edu Schoenmueller Verena Barbara - verena.schoenmueller@esade.edu

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**Prerequisites** No prerequisites

### Description

#### Course contribution to program

- Acquire a global vision of the main trends shaping the market and its environment
- Understand how these trends impact the performance of the marketing function
- Know and compare the responses of a select group of companies to these trends
- Understand the need for marketing professionals to have a deep grasp of these and future trends to adapt their function to the changing environment
- Develop the ability to present an argument for a decision and persuade the audience

#### Short description

This course provides a comprehensive overview of modern marketing and business transformation strategies in a global context. It covers essential topics related to trends shaping the market and its environment, such as digitalization, sustainability, and customer engagement practices, among others. The course includes practical sessions with real-world business cases, offering a thorough understanding of contemporary marketing tools and methodologies.

### Activities

In-class discussions and debates

Written and/or oral exams

Group presentations

Readings

Project development and presentation

### Content

#	Topic
1	Business transformation strategies in a global context
2	Digitalization
3	Sustainability
4	Customer engagement practices

## Assessment

Tool	Assessment tool	Category	Weight %
Participation in program activities	Participation in class	Retake and ordinary round	10.00%
Written and/or oral exams	Individual assessment	Retake and ordinary round	30.00%
Group project	Group activities	Retake and ordinary round	60.00%

### PROGRAMS

BBA20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA20 Year 3 (Mandatory)

BBA23-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBA23 Year 3 (Mandatory)

BBE20-Bachelor of Business Administration (BBA) (Undergraduates: Business)  
BBE20 Year 3 (Mandatory)  
BBE20 Year 1 (Mandatory)

GBD20-Double Degree in Business Administration and Law (Undergraduates: Law)  
GBD20 Year 4 (Mandatory)