

Course guide

370053 - MARQUET - Marketing in the Optical and Optometric Environment

Last modified: 04/07/2025

Unit in charge: Terrassa School of Optics and Optometry

Teaching unit: 732 - OE - Department of Management.

Degree: BACHELOR'S DEGREE IN OPTICS AND OPTOMETRY (Syllabus 2020). (Optional subject).

Academic year: 2025

ECTS Credits: 3.0

Languages: Catalan

LECTURER

Coordinating lecturer: Rosa Vidal Tusal

Others: Rosa Vidal Tusa

TEACHING METHODOLOGY

LEARNING OBJECTIVES OF THE SUBJECT

STUDY LOAD

| Type | Hours | Percentage |
|--------------------|-------|------------|
| Hours medium group | 22,5 | 30.00 |
| Hours small group | 7,5 | 10.00 |
| Self study | 45,0 | 60.00 |

Total learning time: 75 h

CONTENTS

SUBJECT 1. ANALYSIS OF THE CONTEXT

Description:

1. Analysis of the context
 - 1.1. Market study
 - 1.1.1 Primary and secondary data
 - 1.1.2 Analysis of the macro and micro environment
 - 1.2. Definition of the target
 - 1.2.1 Segmentation criteria
 - 1.2.2 Purchasing behavior

Specific objectives:

I will understand the importance of quantifying the target audience and potential in order to define marketing strategies.

Full-or-part-time: 4h

Theory classes: 2h

Practical classes: 2h

TOPIC 2. MARKETING STRATEGIES

Description:

2.1. Marketing of optical and optometric services
2.2. Service concept
Service strategies
Personal branding strategies
Pricing strategies
Marketing of optical products
Product strategies
Pricing strategies
Promotion strategies: online and offline
Integrated product-service marketing

Full-or-part-time: 4h

Theory classes: 2h

Practical classes: 2h

SUBJECT 3. RELATIONSHIP MARKETING

Description:

3.1. Concepts and strategies
3.2. Customer Relationship Management (CRM)

Full-or-part-time: 4h

Theory classes: 2h

Practical classes: 2h

SUBJECT 4. MARKETING METRICS

Description:

4.1. ROI calculation
4.2. KPIs (indicators)
4.3. SEM and SEO

Full-or-part-time: 10h

Theory classes: 4h

Practical classes: 6h

ACTIVITIES

Work from each topic

Description:

The practice sessions will be used to carry out practical, real and current cases of each of the topics that have been studied in class.
The work will be done both in class and outside, in groups or individually.

Full-or-part-time: 45h

Practical classes: 4h 10m

Self study: 40h 50m



GRADING SYSTEM

BIBLIOGRAPHY

Basic:

- Kotler, Philip [et al.]. Fundamentos de marketing [on line]. Decimotercera edición. Ciudad de México: Pearson Educación de México, [2017] [Consultation: 17/09/2024]. Available on : https://www-ingebook-com.recursos.biblioteca.upc.edu/ib/NPcd/IB_BooksVis?cod_primaria=1000187&codigo_libro=6678. ISBN 9786073238458.