

● IMPLEMENTATION OF MARKETING STRATEGIES IN THE ANDALUSIAN SMES



INTRODUCTION

The research group Implementation of Marketing Strategies in the Andalusian SMEs of the Department of Business Economy and Administration, Faculty of Economics and Business Studies consists of 12 members specialized in commercialization and market research. All projects are directed at small and medium sized enterprises and the implementation of marketing strategies in the Andalusian SMEs. As part of their projects, the scientists have analyzed and implemented various marketing strategies, have identified market niches, which helped companies to improve economically, have evaluated client behaviour and communication strategies, which have been deployed by the companies.

RESEARCH TOPICS

- Commercial distribution.
- Tourism marketing.
- Franchise.
- Commercial communication.
- Electronic commerce.
- Associated commerce.
- Non-profit marketing.
- Sponsorship.

SCIENTIFIC-TECHNICAL SERVICES

- Market studies and market analysis.
- Marketing plans.
- Trade and urban areas analysis.
- Tourism sector studies.

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