

## Strategic Marketing

Academic Year: ( 2019 / 2020 )

Review date: 21-04-2019

Department assigned to the subject: Department of Business Administration

Coordinating teacher: LADO COUSTE, NORA RITA

Type: Compulsory ECTS Credits : 3.0

Year : 1 Semester : 1

## STUDENTS ARE EXPECTED TO HAVE COMPLETED

Not required.

## COMPETENCES AND SKILLS THAT WILL BE ACQUIRED AND LEARNING RESULTS.

Skills to be acquired:

General skills:

\*CG1: Solid theoretical knowledge of Marketing and Market Research.

\*CG8: Ability to solve real problems.

Specific skills:

\*CE3. To know and apply the fundamental theories of strategic and operational marketing, and its application to marketing management under different philosophical approaches, emphasizing market orientation.

Learning Objectives

\*To understand the role of marketing theory and what marketers do in "the real world", optimizing company chances to thrive successfully in the long term.

\* To understand the firm's relation to its business environment of customers, competitors, suppliers, and other external forces, assessing the relative strengths and weaknesses and detecting opportunities and threats.

\* To develop conceptual skills in the formulation and implementation of marketing strategies to achieve the organization goals in the most effective way.

## DESCRIPTION OF CONTENTS: PROGRAMME

The fundamentals of marketing: function, objectives. The orientation of the Business.

Strategic and operational marketing.

Analysis of the Market Environment, assessment of the company situation.

Brief summary of market response measures (cognitive, affective, and behavioral).

The value of the consumers and CRM.

Principles of strategic marketing. Demand Segmentation, Targeting and Positioning.

Product portfolio analysis, Nurturing Competitive advantages, Market competitive and growth strategies.

## LEARNING ACTIVITIES AND METHODOLOGY

Classes may involve lectures, small group exercises, case analyses and discussions. The lectures will serve to establish the conceptual foundations. Practical classes are designed so that students can develop skills and abilities required properly established.

Student contributions are an important part of the course. Students are expected to read assigned materials for each class; attend class, participate and contribute to discussions.

## ASSESSMENT SYSTEM

Your final grade will be assigned based on:

Participation in-class discussion, quizzes and cases studies: 60%

Final exam: 40%

In order to pass the subject, students need to meet the minimum passing score of 4 points (out of a possible 10) in the final exam. Students that do not meet the minimum passing

grade should retake the subject. If the resit is taken, the above grade criteria also apply.

**% end-of-term-examination:** 40

**% of continuous assessment (assignments, laboratory, practicals...):** 60

#### BASIC BIBLIOGRAPHY

- G. Tellis Unrelenting Innovation: How to Create a Culture for Market Dominance, Jossey-Bass, Wiley, 2013
- J J Lambin ( with R. Chumpitaz) Market-Driven Management, Palgrave Macmillan, 2007
- J N Kapferer The New Strategic Brand Management , Advanced Insights & Strategic Thinking, Kagan Page, 2013
- Jean-Jacques Lambin, Isabelle Schuiling Market-Driven Management Strategic and Operational Marketing , Palgrave Macmillan, 2012

#### ADDITIONAL BIBLIOGRAPHY

- David Aaker Brand Relevance: Making Competitors Irrelevant, Wiley & Sons, 2011
- Day & Moorman Strategy from the Outside In: Profiting from Customer Value, McGraw Hill, 2010