

## Strategic Marketing

Academic Year: ( 2021 / 2022 )

Review date: 30-05-2021

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

## REQUIREMENTS (SUBJECTS THAT ARE ASSUMED TO BE KNOWN)

Not required.

## OBJECTIVES

## COMPETENCES

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 OUTCOMES

The student identifies the objectives of the marketing function.

The student distinguishes between the main instruments to make a diagnosis of the strategic position of the company in the market, and applies the knowledge to any type of company and market.

The student is able to list the concepts necessary for the design of a marketing strategy in the company.

## 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

## TRAINING ACTIVITIES OF THE SUBJECT

AF3 Theoretical practical classes

AF6 Group work

AF7 Individual student work

Activity code / No. of total hours / No. of face-to-face hours / % face-to-face

AF3 126 126 100

AF6 174 0 0

AF7 150 0 0

TOTAL SUBJECT 450 126

## TEACHING METHODOLOGIES

MD1 Lectures in the teacher's class supported by computer and audiovisual media, in which the main concepts of the subject are developed and the bibliography is provided to complement the students' learning.

MD2 Critical reading of texts recommended by the professor of the subject: Sentences and resolutions, press articles, reports, manuals and / or academic articles, either for later discussion in class, or to expand and consolidate the knowledge of the subject.

- MD3 Resolution of practical cases, problems, etc. raised by the teacher individually or in groups
- MD4 Presentation and discussion in class, under the moderation of the teacher, of topics related to the content of the subject, as well as practical cases
- MD5 Preparation of works and reports individually or in groups

#### 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.

<b>% end-of-term-examination:</b>	40
<b>% of continuous assessment (assignments, laboratory, practicals...):</b>	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