

COURSE GUIDE: 2017-18

DETAILS OF THE COURSE			
Name:	Strategic Marketing		
Code:	67104206	Plan:	Marketing and Market Research (Curriculum 2010)
Academic year:	2017-18	Level:	Bachelor degree
Course:	4 th	Type:	Compulsory
Semester:	First		
HOURS DISTRIBUTION OF THE COURSE			
		ECTS:	6
In-class hours: 45 Not in-class hours: 105 Total time (in hours): 150		150	
UTILIZACIÓN DE LA PLATAFORMA VIRTUAL:		Multimodal	

LECTURER DETAILS			
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METHODS OF INTEREST FOR COURSE LEARNING

Justification of methods

This course is an extension of the basics and fundamentals acquired in 'Introduction to marketing', 'Marketing planning, products, brands and prices', and aims to provide greater capacity and strategic analysis integration of marketing with strategic direction. It is part of what has become known as 'Management'. Is a subject of great interest for training in making strategic decisions of a commercial nature, developing specific skills on corporate business management.

Other courses related

'Marketing planning, products, brands and prices'

Minimum knowledge to deal with the Course

It is advisable to have completed 'Introduction to marketing' and 'Marketing planning, products, brands and prices'.

COMPETENCIES

General competencies

General objectives of the University of Almería:

- *Basic knowledge of the profession*
- *Capacity for critical and self-critical*

Other general competencies

Specific conceptual competencies (theoretical knowledge)

- DIC02: Being able to carry out strategic marketing planning.
- DIC03: Being able to select and use the appropriate troubleshooting for marketing applications.

OJECTIVES/RESULTS OF THE LEARNING METHOD

- UAL1: Knowledge, skills and attitudes that enable the understanding of new theories, interpretations, methods and techniques within different disciplinary fields.
- UAL5: Students demonstrate an ability to question ideas, actions and judgments own and others.
- DIC02: Students are able to carry out strategic marketing planning.
- DIC03: The selection and use of appropriate tools and applications for solving marketing problems.

CONTENTS

MODULE 1: DESING AND ANALYSIS OF THE MARKETING STRATEGY

Unit 1. Development of a strategic vision for success

- 1.1. Strategic orientations
- 1.2. The resource-based view
- 1.3. Stakeholders in the organization

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1.4. The role of marketing in the organizational strategy

Unit 2. Planning and control in strategic marketing

2.1. The strategic marketing planning process

2.2. Establishment of the mission and core strategy

2.3. Implementation of the marketing strategy

2.4. Monitoring and control of the strategy

Unit 3. Analyzing markets and developing marketing capabilities

3.1. Identifying and understanding the changing business environment

3.2. Customer analysis

3.3. Competitor analysis

3.4. Marketing capabilities

3.5. Segmentation and positioning

MODULE 2: VALUE CREATION AND PERFORMANCE OF THE MARKETING STRATEGY

Unit 4. The role of marketing to build value for the organization

4.1. Marketing management based on value

4.2. Value creation and value appropriation by the company

4.3. Marketing strategies for value creation

4.4. The co-creation of value

Unit 5. Analysis of return of marketing investments

5.1. The process of generating marketing outcomes

5.2. Lifetime value of a customer


5.3. Performance measurement of marketing strategy

5.4. The return on investment in social media marketing

Unit 6. Managing future success: New trends and challenges for marketing management

6.1. Managing customer relationships and loyalty programs

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6.2. Online marketing and development of marketing strategies engagement

6.3. Managing marketing channels based on cooperation agreements and relationship marketing

6.4. Internal marketing

Learning system and methodology

- Teaching class
- Debate and sharing
- Assessment
- Work group
- Project Marketing
- Teamwork

EVALUATION SYSTEM

Aspects and/or criteria

The course will be evaluated preferably following a system of continuous assessment. However, there will be an evaluation system alternative, in order to allow study the subject to those who cannot attend class or follow the evaluation methodology keep going. In the latter case, he/she has to notify the teacher.

a) Continuous assessment system. The rating is formed from the following percentages:

- Written exam (weight = 60%) (Evaluation of skills UAL1, UAL5, DIC02, DIC03).

- Implementation and results obtained with the simulation (weight = 35%) (Evaluation of skills UAL5, DIC02, DIC03).

- Attendance and participation (5%) (Evaluation of competences UAL5). It is required to pass each part of the evaluation system (5/10) to pass the course.

b) Alternative evaluation system, with a test, through which you can get up to 80% of the total score of the subject. The remaining 20% is classroom activities that cannot be evaluated. It is required to notify the teacher start of the course on the preference for this system.

Monitoring mechanisms

- Membership and access to virtual classroom
- Participation in communication tools (discussion forums)
- Other: Participation and decision-making with the simulator

BIBLIOGRAPHY

Recommended bibliography

Basic:

- Estrategias de marketing Un enfoque basado en el proceso de dirección (Munuera Alemán, José Luis; Rodríguez Escudero, Ana Isabel).

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- Marketing Strategy and Competitive Positioning, 6th ed. (Hooley, Graham; Piercy, Nigel F. y Nicoulaud, Brigitte).

Supplementary:

- Casos de marketing y estrategia (Sánchez Pérez, Manuel (coordinador). Autores: Juan Carlos Gázquez Abad...).
- Estrategias de marketing: De la teoría a la práctica (Munuera Alemán, J. L., & Rodríguez Escudero, A. I.).
- Marketing metrics (Paul Ferris).

Existing bibliography in the library of the University of Almeria

<http://almirez.ual.es/search/x?SEARCH=67104206>

WEB ADRESSES

- Markstrat
http://web.stratxsimulations.com/simulation/strategic-marketing-simulation/

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