



COURSE SYLLABUS 2019-20

1. DETAILS OF THE COURSE			
1.1. Name: Strategic Marketing			
1.2 Code: 62104223	1.3 .Plan: Administration and Business Management (Curriculum 2010)		1.4.Level: Bachelor degree
1.5 Course: 4 th	1.6. Type: Compulsory	1.7. Semester: First	
1.9. ECTS: 6	1.9.1.Theoretical: 31 h.	1.9.2.Practical: 14 h.	
1.10. Descriptors:			
2. LECTURER			
2.1. Name: Prof. Manuel Sánchez Pérez (PhD)			
2.2. Department: Economy and Business			
2.3. Field of Knowledge: Marketing and Market Research			
2.4. Office: 2.21			
2.6. Mentoring: http://cms.ual.es/UAL/personas/persona.htm?id=505553505556505484			
2.6.1. 1 st Semester:		2.6.2. 2 nd Semester:	
2.7. Phone: 950015187	2.8. E-Mail: msanchez@ual.es	2.9. Virtual platform Blackboard Learn: Yes	
2.10. Personal Webpage: https://w3.ual.es/~msanchez/			
3. DATA OF THE DEPARTMENT			
3.1. Name: Economy and Business			
3.2. Fields of Knowledge of the Department: Economics, Business, Management, Marketing			
3.3. Director: Manuel Sánchez Pérez			
3.3.1. Office: 0.100	3.3.2.Phone: 950015178	3.3.3.E-Mail: economiayempresa@ual.es	
3. 4. Head of Administration: Sergio Albacete Sáez			
3.4.1. Office: 0.101	3.4.2. Phone: 950015178	3.4.3 Fax: 950015178	3.4.4.E-Mail: economiayempresa@ual.es

4. CONTEXT

4.1. Main objective of the course:

The subject concerned with the fundamental changes that are taking place in how marketing operates in organizations and the increasing focus on marketing as a process than a functional specialisation. Then, the first goal of the subject is to understand the strategic marketing planning in order to improve the choice of market targets and the building of strong competitive positions. Central to this issue is the analysis of the environment, performing a customer and competitor analysis.

A second goal focuses on the 'strategic triangle' of customer-competitors-company in which firm operates in. We aim to emphasize the importance of matching corporate resources, assets and capabilities to market opportunities.

Other goals are related to strategy formulation. Two main marketing strategies are considered in depth: the role of customer service in relationship-building and innovation to create competitive advantage.

Finally, strategy implementation is a main goal of this subject. Then, implementation issues related to customer management and internal marketing are analysed in detail to gain a better understanding about the problem of put a marketing strategy in action. Also, some tools for strategy control are included.

4.2 Previous knowledge:

This course is an extension of the basics and fundamentals acquired in 'Introduction to marketing' and 'Marketing management', and aims to provide greater capacity and strategic analysis integration of marketing with strategic direction. Also, some background in maths and statistics is also needed. It is recommended knowledge of Excel.

4.3. Prior conditions:

Though there is not previous conditions, it is advisable to have completed 'Introduction to marketing' and 'Marketing management' subjects.

5. COMPETENCIES AND OBJECTIVES		
5.1 COMPETENCIES OF THE COURSE	5.2 OBJECTIVES OF THE COURSE	
<p>5.1.1. GENERAL OBJECTIVES:</p> <ul style="list-style-type: none"> • Basic knowledge of the profession • Capacity for critical and self-critical 	<p>5.2.1. GENERAL OBJECTIVES OF THE COURSE</p>	
<p>5.1.2. Specific objectives</p>	<p><i>Specific conceptual competencies (theoretical knowledge):</i></p> <ul style="list-style-type: none"> • DICO2: Being able to carry out strategic marketing planning. • DICO3: Being able to select and use the appropriate troubleshooting for marketing applications. 	<ul style="list-style-type: none"> • 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.
	<p><i>Specific procedural competencies (practical knowledge):</i></p>	<ul style="list-style-type: none"> • DICO2: Students are able to carry out strategic marketing planning. • DICO3: The selection and use of appropriate tools and applications for solving marketing problems.
	<p><i>Specific attitudinal competencies:</i></p>	

6.CONTENTS
<p>Part A: Marketing strategy</p> <p>Unit I: Strategic marketing planning</p> <p>I.1. The marketing strategy process</p> <p>I.2. Establishing the core strategy</p> <p>I.3. Creation of the competitive positioning</p> <p>Part B: Market analysis</p> <p>Unit II: Competitive market analysis</p> <p>II.1. The changing market environment</p> <p>II.2. Customer analysis</p> <p>II.3. Competitor analysis</p> <p>II.4. Understanding the marketing resource base</p> <p>II.5. Forecasting demand</p>



Part C: Competitive positioning strategies

Unit III: Competing through the new marketing mix

III.1. The market offer

III.2. Pricing strategies

III.3. Communication strategies

III.4. Distribution strategies

III.5. New marketing models

Unit IV: Competing through innovation

IV.1. Innovation strategy

IV.2. New products

IV.3. Planning for new products

IV.4. The new product development process

IV.5. Speeding new product development

IV.6. Organising for new product development

Unit V: Competing through superior service and customer relationships

V.1. The goods and services spectrum

V.2. Service and competitive positioning

V.3. Relationship marketing

V.4. Providing superior service

V.5. Customer relationship management

V.6. E-service quality

V.7. Measuring and monitoring customer satisfaction

Part D: Implementing the strategy

Unit VI: Strategic customer management and the strategic sales organization

VI.1. Priorities for identifying strategic sales capabilities

VI.2. The new and emerging competitive role for sales

VI.3. The strategic sales organisation

VI.4. Strategic customer management tasks



VI.5. Managing the customer portfolio

VI.6. Analysis of customer profitability

Unit VII: Implementation and control

VII.1. The strategy implementation challenge in marketing

VII.2. The scope of internal marketing

VII.3. Cross-functional partnership as internal marketing

VII.4. Implementation and internal marketing

VII.5. KPI's and marketing metrics

VII.6. The marketing analytic dashboard

7. METHODOLOGY

7.1 Methodology for the treatment of the theoretical contents :

The methodology of the theoretical contents of the subject is based on dynamic and interactive lecture and workshop sessions. The lectures involve critical debate; and the workshops are built around in-class presentations. These classes will be supplemented with electronic learning materials and resources. A specific virtual classroom within Blackboard Learn (web-based communication tool) will be used to share information and encourage interaction between staff and students. All materials will be available on the virtual classroom.

7.2 Methodology for the treatment of practical content:

Practical contents are based the use of a marketing simulation game, cases and problems. Cases analyses are discussed in class. Students will complete assigned tasks and submit through the virtual classroom. For the simulation game, students have the software available to install it on their own computers. Also, support material for the simulator is available for all students.

Teaching innovation

Call: Innovación y buenas prácticas docentes

Teaching Groups: “Los simuladores de empresa como herramienta de aprendizaje activo. Actitudes y consecuencias de su implementación en el aula” and “Material docente sobre uso del cine como metodología docente en la enseñanza del marketing”

The subject Strategic Marketing joins to the call for Groups of Teaching Innovation. In this sense, this course aims to promote the continuous improvement of teaching activities by the use of simulation software as an innovation in teaching, included in the evaluation system and analysing their usefulness on the part of the student. The simulator considered for this academic year is Quantum. Also, applications of movies to the teaching of marketing are included.

7.3 Workload of the student (calculated by number of hours)				
WORKING HOURS OF THE STUDENT				
7.3.1. IN-CLASS HOURS (with professor)				
TEACHING ACTIVITY		NO. HOURS	NO. OF GROUPS	TEACHING HOURS (in ECTS)
CLASS of theory (THEORY GROUP ACCORDING TO OD)		31		
CLASS OF PRACTICAL TRAINING (PRACTICE GROUPS ACCORDING TO OD)	Laboratory			
	Problems	14		
	Informatics			
	Field			
	Other			
OTHER TEACHING ACTIVITIES	Seminars			
	Group Tutoring			
	Other			
<i>SUBTOTAL IN-CLASS HOURS</i>		45		
HOURS FOR TESTS AND EXAMS		3		
7.3.2. AUTONOMOUS WORKING HOURS (not in-class, estimated)				
HOURS OF PREPARATION FOR ACTIVITIES AND WORK (theory)		20		
HOURS OF PREPARATION FOR ACTIVITIES AND WORK (practice)		15		
HOURS OF STUDY FOR TESTS AND EXAMS		70		
OTHER				
<i>SUBTOTAL AUTONOMOUS WORKING HOURS</i>		105		
<i>TOTAL WORKING HOURS</i>			<i>STUDENT</i>	<i>TEACHER</i>
			150	45

7.4 Temporary Sequencing of the Course							
WEEK	THEORETICAL CONTENTS	PRACTICAL CONTENTS	HOURS (anticipation)				
			THEORY GROUP OD	PRACTICE GROUP OD	SEMINARS/ SMALL GROUPS		
					≤5	6-25	Other
1	Introduction	Marketing simulation Teamwork	1				
2	Unit 1	Marketing simulation Teamwork	2	1			
2	Unit 1	Assignments	2	1			
3	Unit 2	Marketing simulation Teamwork	2	1			
3	Unit 2	Problems	2	1			
4	Unit 3	Marketing simulation Teamwork	2	1			
4	Unit 3	Assignments Search and information query Case analysis	2	1			
5	Unit 4	Marketing simulation Teamwork	2	1			
5	Unit 4	Assignments Search and information query	2	1			
6	Unit 5	Marketing simulation Teamwork	2	1			
6	Unit 5	Assignments Search and information query	2	1			

7	Unit 6	Marketing simulation Teamwork	2	1			
7	Unit 6	Assignments Problems	2	1			
8	Unit 7	Marketing simulation Teamwork	3	1			
8	Unit 7	Problems Case analysis	3	1			
	Exam		3				

8. BIBLIOGRAPHY OF THE COURSE

8.1. Mandatory Reading :

Hooley, G.; Piercy, N.F.; Nicoulaud, B. & Rudd, J.M. (2017). *Marketing Strategy and Competitive Positioning*, 6th ed. Pearson.

Instructional material provided by the teacher in the Virtual platform Blackboard Learn for the subject.

8.2. Recommended Reading:

Several readings (see Virtual platform Blackboard Learn).

8.3. Web addresses:

American Marketing Association: <https://www.ama.org/>

Marketing Today: <http://marketingtoday.com/>

BtoB: <http://www.btobonline.com/>

ClickZ: <https://www.clickz.com/>

9 EVALUATION SYSTEM

9.1 Aspects and/or criteria:

The subject 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.

9.2 Modalities and instruments:

Continuous assessment system and Alternative evaluation system.

9.3 Assessment system:

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

- Written exam (weight = 40%) (Evaluation of skills UAL1, UAL5, DICO2, DICO3).
- Follow-up and results achieved with the simulation game (weight = 30%) (Evaluation of skills DICO2, DICO3).
- Assignments (weight = 30%) (Evaluation of skills UAL5, DICO2, DICO3).

It is required to achieve 5 points out 10 in each part of assessment system to pass the course.

b) There is available an alternative evaluation system, based on a written exam. It is required to notify the teacher at the start of the course about the preference for this system.