



COURSE GUIDE: 2016-17

DETAILS OF THE COURSE

Name :	Strategic Marketing		
Code :	62104223	Plan :	Administration and Business Management (Curriculum 2010)
Academic year :	2016-17	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

VIRTUAL PLATFORM UTILIZATION: Multimodal

LECTURER DETAILS

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ACTIVITIES ORGANIZATION

Planned activities for learning methods and workload distribution for student and activity (in hours)

I. STUDENT ACTIVITIES (Attending / Online)	• Big group	0,0
	• Teaching group	31,0
	• Work group	14,0
	<i>Total In-class/Online hours :</i>	45,0
II. AUTONOMOUS WORKING HOURS (not in-class)	• Preparation material in advance and working in groups for decision making in Markstrat	105,0
	<i>Total not in-class hours :</i>	105,0
TOTAL WORKING HOURS		105,0

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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’
- ‘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 objectives

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.

OBJECTIVES/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.

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CONTENTS			
Module	DESING AND ANALYSIS OF THE MARKETING STRATEGY		
Unit	Unit 1. Development of a strategic vision for success		
Content	1.1. Strategic orientations 1.2. The resource-based view 1.3. Stakeholders in the organization 1.4. The role of marketing in the organizational strategy		
Learning system and methodology			
<i>System</i>	<i>Learning activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Teaching class		4,0
	Debate and sharing		1,3
	Assessment		0,2
Work group	Project	Marketing simulation	1,9
	Teamwork		0,5
Description of autonomous workload			
Study material and performing the simulation with Markstrat.			
Unit	Unit 2. Planning and control in strategic marketing		
Content	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		
Learning system and methodology			
<i>System</i>	<i>Learning activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Teaching class		4,0
	Debate and sharing		0,8
	Assessment		0,2
Work group	Project	Marketing simulation	1,8
	Teamwork		0,5
Description of autonomous workload			
Study material and performing the simulation with Markstrat.			

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Unit	Unit 3. Analyzing markets and developing marketing capabilities		
Content	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		
Learning system and methodology			
<i>System</i>	<i>Learning activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Teaching class		4,0
	Debate and sharing		1,3
	Assessment		0,2
Work group	Project	Marketing simulation	1,9
	Teamwork		0,5
Description of autonomous workload			
Study material and performing the simulation with Markstrat.			
Module	VALUE CREATION AND PERFORMANCE OF THE MARKETING STRATEGY		
Unit	Unit 4. The role of marketing to build value for the organization		
Content	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		
Learning system and methodology			
<i>System</i>	<i>Learning activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Teaching class		4,0
	Debate and sharing		0,8
	Assessment		0,2
Work group	Project	Marketing simulation	1,8
	Teamwork		0,5
Description of autonomous workload			
Study material and performing the simulation with Markstrat.			

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Unit	Unit 5. Analysis of return of marketing investments		
Content	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		
Learning system and methodology			
<i>System</i>	<i>Learning activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Teaching class		4,0
	Debate and sharing		0,8
	Assessment		0,2
Work group	Project	Marketing simulation	1,8
	Teamwork		0,5
Description of autonomous workload			
Study material and performing the simulation with Markstrat.			
Unit	Unit 6. Managing future success: New trends and challenges for marketing management		
Content	6.1. Managing customer relationships and loyalty programs 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			
<i>System</i>	<i>Learning activities</i>	<i>Observations</i>	<i>Hours In-class/ Online</i>
Teaching group	Teaching class		4,0
	Debate and sharing		0,8
	Assessment		0,2
Work group	Project	Marketing simulation	1,8
	Teamwork		0,5
Description of autonomous workload			
Study material and performing the simulation with Markstrat.			

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**EVALUATION SYSTEM****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 can not 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 DIC02, DIC03).
- Final project group (weighted 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 can not be evaluated. It is required to notify the teacher start of the course on the preference for this system.

Marking system

	<i>Activity</i>	<i>(Number of hours)</i>	<i>Percentage</i>
I. STUDENT ACTIVITIES (In-class/Online)	• Seminars (example)	(0)	%
	• Teaching group	(31)	45 %
	• Working group	(14)	30 %
II. STUDENT ACTIVITIES NOT IN-CLASS (Autonomous work)	• Individual work (example)	(105)	25 %

Modalities and instruments of evaluation

- Final assessment reports, papers, projects, etc.
- Final tests (written or oral).
- Others: Class participation (attendance, debates, asking questions, exhibitions, participation in forums, monitoring the virtual classroom, etc.).

Monitoring mechanisms

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

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6/7



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BIBLIOGRAPHY

Recommended bibliography

Basic:

- Estrategias de marketing Un enfoque basado en el proceso de dirección (Munuera Alemán, José Luis; Rodríguez Escudero, Ana Isabel).
- 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=70534211>

WEB ADRESSES

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

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