



## COURSE DATA

### Data Subject

<b>Code</b>	35802
<b>Name</b>	Marketing strategy
<b>Cycle</b>	Grade
<b>ECTS Credits</b>	4.5
<b>Academic year</b>	2023 - 2024

### Study (s)

Degree	Center	Acad. year	Period
1313 - Degree in Business Management and Administration	Faculty of Economics	3	First term
1330 - Degree in Business Management and Administration (Ontinyent)	Faculty of Economics	3	First term
1921 - D.D. in Business Management Administration-Law	Doubles Studies Faculty of Law - Faculty of Economics	4	Second term
1926 - D.D. in Tourism-Business Management Administration	Faculty of Economics	3	First term

### Subject-matter

Degree	Subject-matter	Character
1313 - Degree in Business Management and Administration	6 - Foundations of marketing and market research	Obligatory
1330 - Degree in Business Management and Administration (Ontinyent)	6 - Fundamentals of marketing research	Obligatory
1921 - D.D. in Business Management Administration-Law	5 - Year 4 compulsory subjects	Obligatory
1926 - D.D. in Tourism-Business Management Administration	4 - Asignaturas de tercer curso	Obligatory

### Coordination

Name	Department
CAPLLIURE GINER, EVA MARIA	43 - Marketing and Market Research



## SUMMARY

The content of the course is to offer students a broad view on key business strategies applied by companies to function successfully in the markets where they operate. The proposed program for the Marketing Strategy course is divided into 10 topics. The subject areas addressed among others, the strategic analysis of marketing environment, the formulation of marketing strategies and implementation processes and control of marketing strategy.

## PREVIOUS KNOWLEDGE

### Relationship to other subjects of the same degree

There are no specified enrollment restrictions with other subjects of the curriculum.

### Other requirements

This subject of Marketing Strategy complements the other two core subjects assigned to the area of knowledge of Marketing and Market Research: Marketing (6-credit second-year) and Fundamentals of marketing research (4.5 credits and filed in the third ). It is advisable to study them previously.

## OUTCOMES

### 1313 - Degree in Business Management and Administration

- Demonstrate capacity for analysis and synthesis.
- Have organisation and planning skills.
- Be able to solve problems.
- Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.
- Be able to work in a team.
- Show commitment to ethics and social responsibility.
- Be able to learn autonomously.

## LEARNING OUTCOMES

The main expected outcomes of learning in the subject Marketing Strategy are summarized below:

- To know how to approach a strategic marketing plan covering all phases of planning, execution and control, raise it both in writing and orally, suitably in the form and content.



-To enable the student to analyze the macro environment and micro environment of business from a broad strategic business vision.

- To understand the strategic marketing options for the organization and to know how to make decisions to choose and implement the most appropriate option to a particular business situation and to the business' goals, according to the environment and the market in which the company operates.

- To know how to approach major decisions to be made on the different variables of the marketing mix (product, price, distribution and promotion) and their interrelationships.

## DESCRIPTION OF CONTENTS

### 1. Market-led Strategic Management

- 1.1. Introduction: Marketing in the context of Strategic Management
- 1.2. Strategic Marketing
- 1.3. Operational Marketing

### 2. MARKETING EXTENSIONS

- 2.1. Concept of market orientation
- 2.2. Relationship Marketing Concept
- 2.3. Marketing and ethics
- 2.4. Social Marketing

### 3. STRATEGIC MARKETING PLANNING

- 3.1 Defining the business purpose or mission
- 3.2 The marketing strategy process
- 3.3 Establishing the core strategy
- 3.4 Creating the competitive positioning
- 3.5 Implementation
- 3.6 Performance analysis: marketing metrics

### 4. MARKET STRATEGIES

- 4.1. Analysis of the reference market
- 4.2. Market Coverage Strategies
- 4.3. Segmentation strategies



## **5. COMPETITIVE STRATEGIES**

- 5.1. Competitive analysis
- 5.2. Market Leader Strategies
- 5.3. Challenger strategies
- 5.4. Follower and specialization strategies

## **6. GROWTH AND DIVESTMENT STRATEGIES**

- 6.1. Growth strategies and product portfolio
- 6.2. Growth strategies and management of product lines
- 6.3. Diversified growth and vertical integration
- 6.4. Divestment strategies

## **7. INNOVATION STRATEGIES**

- 7.1 Concepts and typologies
- 7.2 Brand development strategies
- 7.3 Brand value creation strategies
- 7.4 Positioning strategies

## **8. BRAND STRATEGIES**

- 7.1 Concepts and typologies
- 7.2 Brand development strategies
- 7.3 Brand value creation strategies
- 7.4 Positioning strategies

## **9. DIGITAL MARKETING STRATEGIES**

- 9.1 Introducción al marketing digital
- 9.2 Plan de marketing digital
- 9.3 Canales de marketing digital
- 9.4 Control del marketing digital

## **10. INTENATIONAL MARKETING**

- 10.1. Analysis of the international environment
- 10.2. Market selection
- 10.3. Forms of entry into foreign markets
- 10.4. Standardization-adaptation strategies

**WORKLOAD**

ACTIVITY	Hours	% To be attended
Theory classes	30,00	100
Classroom practices	15,00	100
Attendance at events and external activities	3,50	0
Development of group work	24,00	0
Preparing lectures	30,00	0
Preparation of practical classes and problem	10,00	0
<b>TOTAL</b>	<b>112,50</b>	

**TEACHING METHODOLOGY**

1. Theoretical classes. They will be based on the explanations of the professor and the study of the main textbook recommend in the Reference section. These could be complemented with diverse contents gathered in the complementary bibliography.
2. Practical classes. With an active participation of the student and under the direction of the professor, several exercises and cases about the content of each subject will be solved.

The practical classes aim to develop certain skills and abilities related to the knowledge presented in the theoretical part. It is important that students understand the concepts and strategies explained in the theory classes to recognize their application in the practical cases. A variety of techniques will be applied in practical classes to encourage student's motivation and participation in the learning process. The following techniques are included:

- Case study. It is the main technique used in these practice classes. It is based on problem solving by students from the description of real business cases. Its main objectives are to train students in terms of their ability to identify problems, analyze and summarize the situation and the search for possible alternative actions. It fosters communication skills, improvisation and initiative, the ability to work together and make decisions. The resolution of the case is conducted in two phases: the first is to provide students with basic background knowledge to facilitate the resolution of the proposed course. The second is publicly compare different criteria, arguments and solutions achieved by the students in order to enhance not only their reasoning and oral presentation, but also allow them settle their knowledge.
- Debates. In general, in all practical sessions the resolution of the assigned activity is by sharing the solutions proposed by the various groups in the class, creating a debate with all the proposals. The debate seeks synergies by sharing different ideas and enhances the student's assertiveness and respect for the opinions of others.

ADENDDA





The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.

In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

In the case of blended teaching, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

## EVALUATION

The evaluation for the Marketing Strategy course will consist of various indicators in accordance with the planned methodology, structured in two distinct parts: one part referring to theory and the other to practice. In order to pass the course, it is necessary to pass both the theory part (obtaining a minimum of 3.25 points) and the practical part (obtaining a minimum of 1.75 points).

It is required to pass both parts (theory and practice) separately.

### **THEORY (65% of the final qualification).**

**FINAL EXAMINATION** It may refer to the contents of both theoretical and practical classes.  
Up to 5.5 points out of 10

**CONTINUOUS EVALUATION.** It will be carried out through the realization of 5 objective tests throughout the course. Up to 1 point out of 10 **NOT RECOVERABLE.**

### **PRACTICAL (35% of the final grade)**

**Participation in the classroom.** Up to 0.5 points out of 10

**Delivery and presentation/discussion of group practices.** Up to 2 points out of 10

**Delivery and presentation/discussion of individual practices.** Up to 1 point out of 10

The practices delivered after the deadline will be penalized



FOR THE SECOND CALL, BOTH THE GRADE OF THE THEORY EXAM AND THE PRACTICAL GRADE (CONTINUOUS EVALUATION + DELIVERY OF GROUP PRACTICES + DELIVERY OF INDIVIDUAL PRACTICES) WILL BE KEPT.

IN THE SECOND CALL, THE PRACTICES NOT DELIVERED IN TIME AND FORM MUST BE RECOVERED. IN ADDITION, THE STUDENT WILL HAVE TO TAKE THE PRACTICAL TEST WHICH WILL CONSIST OF A MINI-CASE.

**Policy Statement:** Students in the course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

Plagiarism between groups, between students or from other sources, will cause the corresponding grade to be 0 in this practice.

## REFERENCES

### Basic

- Marín Sánchez, C. y Pérez Cabañero, C. (2007): Fundamentos de Marketing Estratégico. Delta publicaciones. Madrid.
- Munuera Alemán, J. L., & Rodríguez Escudero, A. I. (2020). Estrategias de marketing. Un enfoque basado en el proceso de dirección. ESIC.
- Hooley, G., N.F., Nicoulaud, B., Rudd, J.M. and Lee, N. (2020): Marketing strategy & competitive positioning. 7th edition. Ed. Prentice Hall.
- Kerin, R.A. and Peterosn, R.A. (2013): Strategic marketing problems. Cases and comments. 12th edition. Editorial Prentice Hall.
- Czinkota, M. R., & Ronkainen, I. A. (2013). International marketing. Cengage Learning.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson UK.



### Additional

- Aaker, D. A. (2008). Strategic market management. John Wiley & Sons.
- Cravens, D.W. y Piercy, N. F. (2007): Marketing estratégico. 8ª edición. Editorial McGraw Hill.
- Cubillo Pinilla, J.M. y Blanco, A. (2014): Estrategias de marketing sectorial. Esic. Madrid.
- Parrish, D. (2015): Chase One Rabbit: Marketing Estratégico para el Exito en los Negocios. Peopleing.
- Kotler, P. T. y Armstrong, G. (2018). Principios de Marketing. 17ª edición. Pearson
- de Vicuña Ancín, J. M. S. (2016). El plan de marketing en la PYME. ESIC Editorial.
- Hollensen, S. (2019). Marketing management: A relationship approach. Pearson Education.
- Proctor, T. (2020). Absolute Essentials of Strategic Marketing: A Research Overview. Taylor and Francis Group. Routledge.
- West, D. C., Ford, J., & Ibrahim, E. (2015). Strategic marketing: creating competitive advantage. Oxford University Press.
- Parrish, D. (2015): Chase One Rabbit: Marketing Estratégico para el Exito en los Negocios. Peopleing.
- Arias, Á. (2015). Las Nuevas Tecnologías y el Marketing Digital: 2º Edición. IT Campus Academy.
- Sainz de Vicuña Ancín, J. M. (2018). El plan de marketing digital en la práctica. Esic editorial.
- Salmerón, B., & Thomson, J. (2017). Modelo estratégico de medición en redes sociales como medio para alcanzar los objetivos de un plan de marketing digital: caso de estudio: Holic Club Caracas (Doctoral dissertation).
- Kotler, P., Armstrong, G.Harris, L.C. and He, H. (2020): Principles of Marketing. Editorial Pearson, 8th edition.
- Sicilia, M., Palazón, M., López, I., & López, M. (2021). Marketing en redes sociales. ESIC Editorial.