



COURSE DATA

Data Subject

Code	35802
Name	Marketing strategy
Cycle	Grade
ECTS Credits	4.5
Academic year	2022 - 2023

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 - Double Degree Program BMA and Law	Faculty of Law	4	Second term
1926 - Double Degree Program Tourism and BMA	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 - Double Degree Program BMA and Law	5 - Year 4 compulsory subjects	Obligatory
1926 - Double Degree Program Tourism and BMA	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 five thematic sections that are broken down 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.

COMPETENCES (RD 1393/2007) // LEARNING OUTCOMES (RD 822/2021)

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 (RD 1393/2007) // NO CONTENT (RD 822/2021)

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. The marketing concept and market orientation
- 1.2. The resource-based view of marketing
- 1.3. Creating sustainable competitive advantage
- 1.4. Organisational stakeholders
- 1.5. Marketing fundamentals
- 1.6. The role of marketing in leading strategic management

2. Strategic marketing planning

- 2.1. Defining the business purpose or mission
- 2.2. The marketing strategy process
- 2.3. Establishing the core strategy
- 2.4. Creation of the competitive positioning
- 2.5. Implementation

3. The changing market environment and competition

- 3.1. A framework for macro-environmental analysis
- 3.2. The economic, social, cultural and technological environment
- 3.3. Competitive benchmarking
- 3.4. The dimensions of competitor analysis
- 3.5. Obtaining and disseminating competitive information
- 3.6. Competitive strategies

4. Customer analysis

- 4.1. What we need to know about customers
- 4.2. Marketing research
- 4.3. The marketing research process
- 4.4. Organising customer information



5. Segmentation and Targeting

- 5.1. Principles of market segmentation
- 5.2. The underlying premises of market segmentation
- 5.3. Segmenting consumer markets
- 5.4. Segmenting business markets
- 5.5. Alternative targeting strategies
- 5.6. Positioning strategies

6. Competing through the new marketing mix

- 6.1. The market offer
- 6.2. Pricing strategies
- 6.3. Communication strategies
- 6.4. Distribution strategies
- 6.5. The extended marketing mix

7. Competing through innovation, networks and alliances

- 7.1. Innovation strategy
- 7.2. New products
- 7.3. Planning for new products
- 7.4. The drivers of collaboration strategies
- 7.5. Strategic alliances as a competitive force

8. Strategic Digital Marketing

- 8.1. Stages to develop a digital Marketing strategy: planning
- 8.2. Tools to carry out the strategy of digital Marketing: execution
- 8.3. Mechanisms of control of the digital Marketing strategy: control

9. International Marketing Strate

- 9.1. Product and Pricing strategies in international environments
- 9.2. Communication strategies in international environments
- 9.3. Distribution strategies in international environments

10. Strategy implementation and internal marketing

- 10.1. The strategy implementation challenge in marketing
- 10.2. The scope of internal marketing
- 10.3. Planning and implementation for internal market scenarios
- 10.4. Marketing strategy and corporate social responsibility

**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
TOTAL	112,50	

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 part (65% of the final grade).

There will be a compulsory written evaluation whose main purpose is to check the degree of achievement of the training objectives. The exam will take place on the official date established by the Center and will consist of several short and/or developmental questions. It may refer to the contents of both theoretical and practical classes. Up to 6.5 points out of 10 of the final grade (65% of the final grade).

PRACTICAL part (35% of the final grade).

By means of the continuous evaluation the student's progress in his learning process will be assessed, especially in relation to the generic competences indicated in this program. Specifically, the following aspects will be evaluated: Classroom participation. Up to 0.5 points out of 10 (5% of the final grade). Delivery and presentation/discussion of 4 group practices- Up to 2 points out of 10 (20% of the final grade). Delivery and presentation/discussion of 5 individual practices. Up to 1 point out of 10 (1% of the final grade).

The practices delivered after the deadline will not be evaluated in order not to commit comparative aggravation with the students who deliver them in due time and form.

In summary:

With the preparation of all the practices and the participation in the expositions it will be possible to obtain up to 3.5 points of the final grade. Students who for work reasons cannot attend the practical sessions should contact the professor before October 1, 2022 providing the appropriate justifications. In this case the student must hand in all the computer-based practical sessions to the teacher **ON THE DATES ESTABLISHED FOR ALL STUDENTS**. The professor must authorize this evaluation system before October 1, 2022. If the practices are perfect, and the pertinent authorizations have been received in due time and form to opt for this evaluation method, the full grade (3.5 points) can be obtained.



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.

ATTENDANCE

Absences in attendance, regardless of the justification they may have, will penalize on the grade as follows:

- 0.10 points for two absences
 - 0.20 points for three absences and
 - 0.30 for four absences.
 - 0.50 for five absences. Exceptions are made for absences with medical justification.
- 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. (2010): Strategic marketing problems. Cases and comments. 12th edition. Editorial Prentice Hall.
- Kotler, P. T. y Armstrong, G. (2018). Principios de Marketing. 17ª edición. Pearson
- Arias, Á. (2015). Las Nuevas Tecnologías y el Marketing Digital: 2º Edición. IT Campus Academy.
- Czinkota, M. R., & Ronkainen, I. A. (2013). International marketing. Cengage Learning.
- Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing. Pearson UK.
- 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).



- Sicilia, M., Palazón, M., López, I., & López, M. (2021). Marketing en redes sociales. ESIC Editorial.

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.
- 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.
- Sainz de Vicuña Ancín, J. M. (2018). El plan de marketing digital en la práctica. Esic editorial.
- Kotler, P., Armstrong, G.Harris, L.C. and He, H. (2020): Principles of Marketing. Editorial Pearson, 8th edition.