

**COURSE DATA****Data Subject**

Code	42049
Name	Strategic decisions in marketing
Cycle	Master's degree
ECTS Credits	4.0
Academic year	2020 - 2021

Study (s)

Degree	Center	Acad. year	Period
2114 - M.D. in Marketing and Market Research	Faculty of Economics	1	First term

Subject-matter

Degree	Subject-matter	Character
2114 - M.D. in Marketing and Market Research	9 - Strategy, simulation and new technology	Obligatory

Coordination

Name	Department
VILA LOPEZ, NATALIA MELANIA	43 - Marketing and Market Research

SUMMARY

In the subject, Strategic Decisions in Marketing will consist of the theoretical-practical study of decision making of commercial policy. It is about developing the strategic component of Marketing: market analysis, selection of the target audience, market segmentation, positioning, differentiation of the commercial offer, that is, design of the long-term strategy. It is about that the student takes into account that Marketing decisions at the operational level, marketing mix, must be coherent with strategic Marketing decisions.

The subject aims to provide the student with a broader vision of the discipline of Marketing, adopting a strategic vision of it and analysing its possibilities of application in the business world.



PREVIOUS KNOWLEDGE

Relationship to other subjects of the same degree

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

Other requirements

En relación con otras asignaturas de la misma titulación, no se han especificado restricciones de matrícula con otras asignaturas del plan de estudios. Los conocimientos previos son los propios de acceso al Máster.

OUTCOMES

2114 - M.D. in Marketing and Market Research

- Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.
- Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.
- Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y éticas vinculadas a la aplicación de sus conocimientos y juicios.
- Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.
- Students should possess and understand foundational knowledge that enables original thinking and research in the field.
- Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.
- Saber trabajar en equipo con eficacia y eficiencia.
- Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.
- Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.
- Be able to integrate new technologies in their professional and/or research work.
- Know how to write and prepare presentations to present and defend them later.
- Ser capaces de analizar de forma crítica tanto su trabajo como el de su compañeros.
- Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.



- Diseñar estrategias de marketing.
- Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.
- Realizar una adecuada segmentación y selección del público objetivo.
- Ser capaces de definir la estrategia de posicionamiento.
- Diseñar un plan de marketing.
- Ejecutar un plan de marketing.
- Redactar documentos e informes en marketing e investigación comercial.
- Presentar documentos e informes en marketing e investigación comercial.
- Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

LEARNING OUTCOMES

- 1.-Select and correctly use different sources of information in both traditional and electronic formats.
- 3.-Prepare documents and reports presented in a written text in a comprehensible organized, documented and illustrated.
- 4.-Articulate an oral, structured, coherent speech, with good diction and use of technical vocabulary.
- 5.-Argue and counter-argue.
- 6.- Analyse the market situation of a company.
- 7.- Select the target audience of a company.

DESCRIPTION OF CONTENTS

1. Segmentation strategies, target audience and positioning

2. Growth strategies

3. Degrowing strategies



4. Marketing audit and strategies based on the product life cycle

5. Strategies in the international market and based on new technologies

6. Competitive strategies

WORKLOAD

ACTIVITY	Hours	% To be attended
Theoretical and practical classes	28,50	100
Theory classes	0,00	100
Attendance at events and external activities	2,50	0
Readings supplementary material	4,00	0
Preparation of evaluation activities	24,00	0
Preparing lectures	20,00	0
Preparation of practical classes and problem	21,00	0
TOTAL	100,00	

TEACHING METHODOLOGY

Theoretical classes participatory master class

Resolution of practical cases

Discussion or directed discussion

Expert conferences

Workgroup

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Theory exam: 50%

Practical test: 10%



Examen teoría: 50%

Continuass Assement (Teamwork; Assistance and participation and Oral presentation): 40%

REFERENCES

Basic

- Llamazares, O. (2016). Marketing Internacional. Global Marketing Strategies: Madrid.
- Hollensen, S. (2015). Marketing management: A relationship approach. Pearson Education.
- Munuera, J.L. y Rodríguez, A.I. (2020): Estrategias de Marketing. Esic: Madrid.
- West, D. C., Ford, J., & Ibrahim, E. (2015). Strategic marketing: creating competitive advantage. Oxford University Press.
- Sainz de Vicuña, J.M. (2018). El plan de marketing digital en la práctica. Esic editorial

Additional

- *Barroso, C. y Martín Armario, E. (1999). Marketing relacional. Esic, Madrid.
- *Cravens, D. W., & Piercy, N. (2006). Strategic marketing (Vol. 7). Columbus: McGraw-Hill.
- *Chaston, I. (1999): New marketing strategies. Evolving flexible processes to fit market circumstance. London: Sage Publications.
- *Drummond, G., Ensor, J., & Ashford, R. (2010). Strategic marketing. Routledge.
- *Grönroos, C. (1994): Marketing y gestión de servicios. Madrid: Díaz de Santos.
- *Hooley, G.J.; Saunders, J.A.; y Piercy, N.F. (1998): Marketing strategy & competitive positioning. London: Prentice Hall Europe, 2nd edition.
- *Küster, I (2002): La Venta Relacional. Esic: Madrid.
- *Martín Armario, E. (1993). Marketing. Ariel Economía, Barcelona.
- *Mokaya, S. O., MNchebere, G. M., & Kanyagia, P. (2017). The effect of market positioning on organizational performance in the airlines industry in Kenya; case of Kenya airways.
- *Osterwalder, A., Pigneur, Y., Bernarda, G., Smith, A., & Papadakos, T. (2015). Diseñando la propuesta de valor. Deusto.
- *Petersen, J.A., Kumar, V., Polo, Y. y Sese, J. (2017): "Unlocking the power of marketing: understanding the links between customer mindset metrics, behavior, and profitability". Journal of the Academy of Marketing Science, in press.
- *Proctor, T. (2020). Absolute Essentials of Strategic Marketing: A Research Overview. Taylor and Francis Group. Routledge.
- *Ryan, D. (2016). Understanding digital marketing: marketing strategies for engaging the digital generation. Kogan Page Publishers.
- *Schmitt, B., & Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. In Review of marketing Research (pp. 25-61). Emerald Group Publishing Limited.
- *Venkatesh S.; Carpenter, G.; Farley/Booz. J y Hamilton, A. (2012): The Handbook of Marketing Strategy. Edward Elgar Publishing,



ADDENDUM COVID-19

This addendum will only be activated if the health situation requires so and with the prior agreement of the Governing Council

The teaching of the 2020-2021 academic year to which this Teaching Guide refers is scheduled in face-to-face mode.

If at any time, during the course, for justified and supervening reasons it could not be carried out as planned, the responsible teaching staff will communicate more specific and detailed information about the changes that should be made through the Virtual Classroom of the subject.

Given the possibility of quarantine of some students or confinement of the population, the possibility of teaching distance learning by synchronous methods is contemplated, allowing the full development of the program. The appropriate measures will be taken if necessary, to facilitate access to the training sessions of any student who has to observe quarantine unexpectedly throughout the course.