

27633 - Strategic Marketing

Información del Plan Docente

Academic Year	2017/18
Faculty / School	109 - Facultad de Economía y Empresa
Degree	450 - Degree in Marketing and Market Research
ECTS	5.0
Year	4
Semester	First semester
Subject Type	Optional
Module	---

1.General information

1.1.Introduction

1.2.Recommendations to take this course

1.3.Context and importance of this course in the degree

1.4.Activities and key dates

2.Learning goals

2.1.Learning goals

2.2.Importance of learning goals

3.Aims of the course and competences

3.1.Aims of the course

3.2.Competences

4.Assessment (1st and 2nd call)

4.1.Assessment tasks (description of tasks, marking system and assessment criteria)

5.Methodology, learning tasks, syllabus and resources

5.1.Methodological overview

The learning process designed for this subject is based on the combination of theoretical classes in which student participation is encouraged, with theoretical and practical sessions and practical activities attendance in person or using electronic means.

5.2.Learning tasks

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The program includes the following activities:

* Lectures: sessions in which the professor presents the subject content encouraging student participation. This material will be available to students in the ADD and complements, not replaces, the notes taken in class.

* Practical classes: sessions in which case studies will be discussed or readings commented.

* Presentation of T3 and T5: at the middle and end of the course and according to the number of groups created, several sessions will be devoted to oral presentation of the T3 and T5.

* Activities through Twitter: the teacher will propose students the practical activities through Twitter that will not only consolidate the theoretical knowledge but also to familiarize students in the use of the tool.

* Tutoring: Students may attend tutorials with the teacher responsible.

5.3.Syllabus

Unit 1. Introduction to strategic marketing

1.1. Market development and the role of strategic marketing in the organization

1.2. Marketing responsibilities in the organization

1.3. The megamarketing strategy

Unit 2. Marketing strategies of market leaders

2.1. Strategies to expand the global demand

2.2. Strategies to defend market share

2.3. Strategies to expand market share

Topic 3. Marketing strategies for market challengers

3.1. Strategic aim determination and opponent identification

3.2. Generic attack strategies for market challengers

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Unit 4. Marketing strategies of market followers

4.1. Imitation strategy vs innovation strategy

4.2. Types of imitation strategies and benchmarking

4.3. Successful imitation strategies

Unit 5. Marketing strategies for niche specialists

5.1. The specialist

5.2. Characteristics of the ideal niche

5.3. Specialization strategies

5.4. Specialist niches activities

5.4.Course planning and calendar

The schedule of sessions will be made public on the official website (ADD), the public presentations and other activities will be communicated by the responsible teacher through appropriate means.

5.5.Bibliography and recommended resources