

27633 - Strategic Marketing

Syllabus Information

Academic Year: 2019/20

Subject: 27633 - Strategic Marketing

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.Aims of the course

1.2.Context and importance of this course in the degree

1.3.Recommendations to take this course

2.Learning goals

2.1.Competences

2.2.Learning goals

2.3.Importance of learning goals

3.Assessment (1st and 2nd call)

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

4.Methodology, learning tasks, syllabus and resources

4.1.Methodological overview

The methodology followed in this course is oriented towards achievement of the learning objectives. A wide range of teaching and learning tasks are implemented, such as lectures, practice sessions, practical activities, and ICTs.

Students are expected to participate actively in the class throughout the semester.

4.2.Learning tasks

The course includes the following learning tasks:

- Lectures. Sessions in which the professor presents the course content encouraging student participation. This material will be available to students in the Moodle platform and complements, not replaces, the notes taken in class.
- Practice sessions. Sessions in which case studies will be discussed or readings commented.
- Student oral presentations. At the middle and end of the course and according to the number of student groups created, several sessions will be devoted to oral presentation of the T3 and T5.
- Twitter activities. The teacher will propose to the students some practical activities through Twitter that will not only consolidate the theoretical knowledge but also familiarize students in the use of this tool.
- Tutorials. Students may attend tutorials with the responsible teacher.

4.3.Syllabus

The course will address the following topics:

- Topic 1. Introduction to strategic marketing
 - Market development and the role of strategic marketing in the organization
 - Marketing responsibilities in the organization
 - The mega-marketing strategy
- Topic 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
- Topic 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
- Topic 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

4.4.Course planning and calendar

Further information concerning the timetable, classroom, office hours, assessment dates and other details regarding this course, will be provided on the first day of class or please refer to the Faculty of Economics and Business website (<https://econz.unizar.es/>) and Moodle website.

4.5.Bibliography and recommended resources