

27633 - Strategic Marketing

Syllabus Information

Academic Year: 2020/21

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 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.

The teaching methodology is planned for face-to-face classes. However, if necessary for health reasons, teaching could be delivered on line

4.2.Learning tasks

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 T4: 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 T4.

? 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.

The assessment will be prepared to be carried out as face-to-face examination, but if health circumstances do not allow it, they will be carried out by doing it entirely online or in a blended way. In the case of online exams, it is important to highlight that, the student may be recorded, and he or she can exercise his or her rights by the procedure indicated in.

https://protecciondatos.unizar.es/sites/protecciondatos.unizar.es/files/users/lopd/gdocencia_reducida.pdf

The necessary software will be used to check the possibility of plagiarism. The detection of plagiarism or copying in an activity will imply that the activity or exam will be marked 0/10.

4.3.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

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

4.4.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.

4.5.Bibliography and recommended resources