

27633 - Strategic Marketing

Syllabus Information

Academic year: 2024/25

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

Marketing specialization subject. In previous subjects, the focus has been on specific aspects of marketing strategy such as market research, product decisions, etc. This subject addresses all these concepts in an integrated manner, highlighting the need for marketing decisions made in the organization to be part of the overall marketing strategy of the company.

These approaches and goals are aligned with Goals 4.3 and 4.4 of the Sustainable Development Goals (SDGs) of the United Nations 2030 Agenda (<https://www.un.org/sustainabledevelopment/es/>). Specifically, the planned activities will contribute to the achievement of goals 4 (quality education), 5 (gender equality), and 8 (decent work and economic growth).

2. Learning results

- Know and apply the basic aspects of the organization's marketing strategy.
- Be able to identify and understand the strategies developed by companies acting as market leaders.
- Know the basic aspects of the strategy of companies that act as challengers, followers or those that develop a niche specialist strategy.
- Identify and differentiate the most relevant aspects of the organization's marketing strategy.
- Be able to develop the strategic marketing planning of an organization.
- Solve and develop individually and/or in groups, activities and works related to the contents of the subject.
- Communicate both orally and in writing the results of the activities and works performed.

3. Syllabus

Unit 1.- Introduction to strategic marketing.

Unit 2.- Marketing strategies of the market leader.

Unit 3.- Challenging business strategies.

Unit 4.- Strategies of follower companies.

Unit 5.- Niche specialist strategies.

4. Academic activities

Theoretical classes: sessions in which the professor in charge presents the contents. They will provide the necessary theoretical knowledge, accompanied by practical examples that facilitate the understanding and application of the concepts studied.

Theoretical-practical classes: commentary of case studies, videos or readings and the realization, presentation or discussion of practical exercises.

Written evaluation test, with theoretical questions of development and/or of theoretical-practical character, on all the contents

seen in class.

In principle, the teaching methodology and its evaluation is planned to be based on face-to-face classes . However, if circumstances so require, they may be carried out online.

5. Assessment system

Students can pass the course through two assessment systems: Continuous Evaluation (CE) or Comprehensive Written Examination (CWE).

In the Continuous Evaluation (CE) system, the following activities must be carried out throughout the semester:

- T0 (Test): Individual test (20% of the grade). After the presentations of the theoretical classes, various tests will be carried out to confirm their degree of understanding of the contents covered.
- T1 (Activity on Identification of Examples): Practical activity in groups consisting of the identification of alternative examples to those covered in class (40% of the grade). They will be submitted in writing and presented in class.
- T2 (Final activity): tutored group activity focused on topics related to the subject (40% of the grade).

In order to pass the course through the continuous assessment system an average grade equal to or higher than 5 points out of 10 must be obtained.

Those students who do not take the continuous assessment or who do not pass the minimum grade required, must take CWE on the official date established by the Centre. Students who wish to substitute their EC mark for the mark obtained in this CWE may also take part in this test. The CWE will deal with all the contents developed in the subject. In order to pass the subject a minimum grade of 5 out of 10 must be obtained.

6. Sustainable Development Goals

- 4 - Quality Education
- 5 - Gender Equality
- 8 - Decent Work and Economic Growth