SUBJECT TEACHING GUIDE

M220 - Strategic Marketing

Master's Degree in Marketing Management (Tourism Businesses)

Academic year 2020-2021

1. IDENTIFYING DATA					
Degree	Master's Degree in Marketing Management (Tourism Businesses)			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	M220 - Strategic Marketing				
Number of ECTS credits allocated	2,5	Term		Semester based (1)	
Web					
Language of instruction	Spanish	English Friendly	No	Mode of delivery	Face-to-face

Department	DPTO. ADMINISTRACION DE EMPRESAS
Name of lecturer	ANDREA PEREZ RUIZ
E-mail	andrea.perezruiz@unican.es
Office	Edificio de las Facultades de Derecho y Ciencias Económicas y Empresariales. Planta: + 2. DESPACHO (E249)
Other lecturers	

3.1 LEARNING OUTCOMES

- Students will have an overview of the marketing planning process and each and every one of the corresponding steps in the process. For this purpose, they will learn the various marketing strategies and policies from both a theoretical and practical perspective, and within a context increasingly dynamic and competitive. They will also be able to synthesize these strategies and policies in a marketing plan and they will learn how to locate this plan in the set of corporate strategies. In the latter respect, the students will also relate the contents of the course with other courses of the program, as concerning the strategies for the different variables that make up the marketing mix.

4. OBJECTIVES

1. To efficiently manage strategic marketing decisions in companies.
2. To learn to develop and interpret advanced marketing plans.
3. To acquire the ability to collect and analyze the relevant information for making strategic marketing decisions.
4. To know the concept of market segmentation and the definition of the strategic positioning of the company.
5. To know the advanced methodologies for the analysis of competition and competitors.

6. COURSE ORGANIZATION

	CONTENTS
1	STRATEGIC MANAGEMENT AND STRATEGIC MARKETING
2	DEFINITION OF THE RELEVANT MARKET
3	MARKET SEGMENTATION AND STRATEGIC POSITIONING
4	ANALYSIS OF COMPETITION AND COMPETITORS
5	COMMERCIAL INFORMATION FOR STRATEGIC PLANNING

7. ASSESSMENT METHODS AND CRITERIA

Description	Type	Final Eval.	Reassessn	%
Individual exam	Written exam	Yes	Yes	50,00
Team tasks	Others	Yes	Yes	40,00
Individual assessment	Others	Yes	No	10,00
TOTAL				100,00

Observations

The individual exam will consist of a multiple choice test that will evaluate all the theoretical contents seen in the course.
The team task consists of the development of a strategic analysis of a company defined by the teacher, working in multidisciplinary teams. There will be a public presentation of the project that will be evaluated as well.
The individual assessment of the student is obtained through direct observation of the teacher in the classroom time devoted to teamwork. The intra-group evaluation, which students are required to complete during the course, will also be taken into account.
The minimum qualification required in the individual examination is 4.00 points (out of 10.00).
The minimum qualification required in the teamwork is 4.00 points (out of 10.00).
If the student do not reach these minimum requirements, student will not pass the course and he/she should take an additional test in due time.
Adaptation to the uncertainty scenario COVID19: if the social distancing measures established by the health authorities do not allow an evaluation activity to be carried out in the classroom, the activity will be carried out through Moodle, respecting at all times the content and evaluation method stipulated in this syllabus.

Observations for part-time students

The individual exam will consist of a multiple choice test that will evaluate all the theoretical contents seen in the course (both in the ordinary and extraordinary call for the exam).

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Todo el material didáctico de la asignatura será facilitado a través del Aula Virtual , habilitado en la plataforma Moodle (accesible desde la web de la Universidad de Cantabria, www.unican.es). Dicho material didáctico está basado en el siguiente manual teórico:

MUNUERA, J.L.; RODRÍGUEZ, A.I. (2012): Estrategias de marketing. Un enfoque basado en el proceso de dirección. ESIC Editorial.

Además, se trabajarán casos prácticos facilitados por el profesor de la asignatura y que estarán basados en empresas reales, a fin de ejemplificar mejor la realización de un análisis estratégico en el ámbito empresarial.