

SUBJECT TEACHING GUIDE

798 - Strategic Marketing

Master's Degree in Business Administration

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Academic year 2023-2024

1. IDENTIFYING DATA					
Degree	Master's Degree in Business Administration Master's Degree in Business Administration			Type and Year	Compulsory. Year 1 Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	798 - 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	JESUS ANTONIO BARROS LOPEZ				
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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 acquire skills in the analysis of situation and context .
3. To learn to develop and interpret advanced marketing plans .
4. To acquire the ability to collect and analyze the relevant information for making strategic marketing decisions .
5. To know the concept of market segmentation and the definition of the strategic positioning of the company .
6. 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	Work	Yes	Yes	40,00
Individual assessment	Work	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 or business plan 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 5.00 points (out of 10.00).

The minimum qualification required in the teamwork is 5.00 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.

Observations for part-time students

In the case of part-time students, the test consist of theoretical single test and practice of 100 percent of the subject.

Students enrolled on time partial be assessed with a written test and a practical individual work following the script established for the subject.

8. BIBLIOGRAPHY AND TEACHING MATERIALS

BASIC

Todo el material didáctico de la asignatura podrá ser facilitado directamente o a través del Aula Virtual , habilitado en la plataforma Moodle (accesible desde la web de la Universidad de Cantabria, www.unican.es). Será entregado durante el desarrollo y final de la asignatura. Dicho material didáctico está basado en el siguiente manual teórico, sin perjuicio de otras revisiones, actualizaciones o aportaciones complementarias:

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

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.