

## SUBJECT TEACHING GUIDE

### 900 - Strategic Marketing

#### Master's Degree in Business and Information Technologies

Academic year 2023-2024

1. IDENTIFYING DATA					
Degree	Master's Degree in Business and Information Technologies			Type and Year	Compulsory. Year 1
Faculty	Faculty of Economics and Business Studies				
Discipline	Obligatory Subjects				
Course unit title and code	900 - 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				
E-mail	jesusantonio.barros@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 and oral presentation	Work	No	Yes	40,00
Individual tasks - Skills development	Others	No	No	10,00
<b>TOTAL</b>				<b>100,00</b>
<b>Observations</b>				
<p>-The students will pass the course when their overall score (final exam, teamwork and skills assessment) is equal to or greater than 5.00 (out of 10.00).</p> <p>- In case of not passing the course, the student will have to perform a new activity defined as recoverable (final examination or practical task).</p> <p>- The students will have available at all times the virtual platform of the subject. This tool will provide students alternative methods to access materials and communicate among the participants of the course. Specifically, students will be able to consult the content of the course, to deliver tasks and participate in discussion forums.</p>				
<b>Observations for part-time students</b>				
<p>- The evaluation will consist of a theoretical exam and a practical task that will follow a structure established according to the contents of the subject</p>				

#### 8. BIBLIOGRAPHY AND TEACHING MATERIALS

##### BASIC

Todo el material didáctico de la asignatura será facilitado a través envíos por mail o del Aula Virtual , habilitado en la plataforma Moodle (accesible desde la web de la Universidad de Cantabria, [www.unican.es](http://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.

