



Universitat de Lleida

# DEGREE CURRICULUM **STRATEGIC MARKETING**

Coordination: FERRER ROSELL, BERTA

Academic year 2018-19

## Subject's general information

<b>Subject name</b>	STRATEGIC MARKETING			
<b>Code</b>	101325			
<b>Semester</b>	2nd Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	<b>Degree</b>	<b>Course</b>	<b>Character</b>	<b>Modality</b>
	Master's Degree in Social Media Marketing		COMPLEMENTARY TRAINING	Blended learning
	Double bachelor's degree: Degree in Computer Engineering and Degree in Business Administration and Management	3	COMPULSORY	Attendance-based
	Double bachelor's degree: Degree in Law and Degree in Business Administration and Management	3	COMPULSORY	Attendance-based
	Bachelor's Degree in Business Administration and Management	3	COMPULSORY	Attendance-based
<b>Course number of credits (ECTS)</b>	6			
<b>Type of activity, credits, and groups</b>	<b>Activity type</b>	PRAULA	TEORIA	
	<b>Number of credits</b>	2.4	3.6	
	<b>Number of groups</b>	3	3	
<b>Coordination</b>	FERRER ROSELL, BERTA			
<b>Department</b>	BUSINESS ADMINISTRATION			

## Teaching staff

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
CODINA MEJÓN, JAUME LLUÍS	cmjaume@aegern.udl.cat	6	
FERRER ROSELL, BERTA	berta.ferrer@aegern.udl.cat	7,2	
RODRÍGUEZ CLARIANA, SERGIO FRANCISCO	sergiorodriguezclariana@aegern.udl.cat	6	

## Subject's extra information

The course as part of the academic plan

Strategic Marketing is a subject of the third academic year that is a continuation of the introduction to marketing given in Marketing Management the second academic year. It is therefore essential to study this subject after having successfully passed Marketing Management. Moreover, you can complete your knowledge in the field of marketing by taking optional subjects such as Marketing research where you can study the market research process, as well as the main qualitative techniques or the Foreign Trade course, which introduces you to the concepts, mechanisms and dynamics for starting the export and/or importing activity of a company.

## Learning objectives

See competences

## Significant competences

### University of Lleida strategic competences

- Correctness in oral and written language.
- Master Information and Communication Technologies.

### Degree-specific competences

- Identify and interpret the economical, environmental, political, sociological and technological factors in local, national and international ambits, and their repercusion upon organizations.
- Perform the roles related to the different functional areas of a business and institutions.

### Goals

- (1) How to draft a marketing plan based on the working knowledge obtained on the subject. (2) Decision-making on product policies: definition of the product, brand, packaging, positioning.... (3) Decision-making on pricing policies: price setting methods, price adjustment strategies... (4)

Decision-making on distribution policies: the distribution function, types of channels and distribution strategies, trends... (5) Decision-making on communication policies: know the elements of the communication mix, communication strategies, preparation of a corporate communication plan...

### Degree-transversal competences

- Ability to criticise and be self-critical.
- Ability to organise and plan.
- Teamwork and leadership.
- Be able to work and to learn in an autonomous way and simultaneously adequately interact with others, through cooperation and collaboration.
- Ability to analyse and synthesise.
- Act in accordance with rigour, personal compromise and in a quality orientated way.

## Subject contents

Subject contents

Topic 1. The marketing plan

Topic 2. Product strategies

Topic 3. Pricing strategies

Topic 4. Distribution strategies

Topic 5. Communication strategies

## Bibliography

Recommended bibliography

### Basic and Supplementary Bibliography

- CUTROPÍA FERNÁNDEZ, Carlo (2005). Marketing plan: step by step (2<sup>nd</sup> Edition). ESIC Publisher. Madrid.
- KOTLER, Philip; ARMSTRONG, Gary (2008): Introduction to Marketing (12<sup>th</sup> Edition); Pearson Educación, Madrid.
- LAMBIN, Jean – Jacques (2003): Strategic Marketing; Esic Publisher. Madrid.
- RODRÍGUEZ ARDURA, Inma te a.r (2008): Marketing principles and strategies (2<sup>nd</sup> Edition); UOC Publisher, Barcelona.
- SANTESMASES MESTRE, Miguel (2009): The fundamentals of marketing; Pirámide Publisher, Madrid.

Magazines

- Marketing+ Sales (Spain)
- IPMark (Spain)

- Harvard-DeustoMarketing & Sales (Spain)
- Harvard-DeustoBusiness Review (Spain)

**Electronic resources**

- Supportmaterial to the manual *Marketing principles and strategies* (2<sup>nd</sup>Edition):<http://www.editorialuoc.com/marketing>
- The digitaleBook by Rafael Muñiz published by CEF available at the following link address: <http://www.marketing-xxi.cómo/>