



Universitat de Lleida

DEGREE CURRICULUM
STRATEGIC MARKETING

Academic year 2014-15

Subject's general information

Subject name	STRATEGIC MARKETING
Code	101325
Semester	2n Q Avaluació Continuada
Typology	Obligatòria
ECTS credits	6
Theoretical credits	0
Practical credits	0
Department	Administració d'Empreses i Gestió Econòmica dels Recursos Naturals
Modality	Presencial
Important information on data processing	Consult this link for more information.
Degree	Degree in Business Administration and Management
Distribution of credits	Eduard Cristóbal Fransi 9.6
E-mail addresses	ecristobal@aegern.udl.cat

Eduard Cristóbal Fransi

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

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

Magazines

- Marketing+ Sales (Spain)
- IPMark (Spain)
- Harvard-Deusto Marketing & Sales (Spain)
- Harvard-Deusto Business Review (Spain)

Electronic resources

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