



Universitat de Lleida

DEGREE CURRICULUM

STRATEGIC MARKETING

Coordination: FERRER ROSELL, BERTA

Academic year 2023-24

Subject's general information

Subject name	STRATEGIC MARKETING			
Code	101325			
Semester	2nd Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's Degree in Business Administration and Management	3	COMPULSORY	Attendance-based
	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
	Master's Degree in Social Media Marketing		COMPLEMENTARY TRAINING	Virtual learning
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	2.4		3.6
	Number of groups	3		3
Coordination	FERRER ROSELL, BERTA			
Department	ECONOMICS AND BUSINESS			
Teaching load distribution between lectures and independent student work	40% face-to-face 60% not face-to-face			
Important information on data processing	Consult this link for more information.			
Language	Group 1: English Group 2 and Group 3 (afternoon): Catalan/Spanish			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
AGUSTÍ ROCA, JOSEP MARIA	josepmaria.agusti@udl.cat	4,8	
ALMUZARA MORGUI, JORDI MEDARDO	jordi.almuzara@udl.cat	6	
CODINA MEJON, JAUME LLUIS	jaume.codina@udl.cat	6	
FERRER ROSELL, BERTA	berta.ferrer@udl.cat	2,4	

Subject's extra information

For an optimum follow up of the subject, it is highly recommended to review and work on the concepts acquired during the subject Marketing Management. It is also recommended to solve all practical cases even if they are not compulsory.

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, the Foreign Trade course, which introduces the concepts, mechanisms and dynamics for starting the export and/or importing activity of a company, or Digital Marketing, in which the most common online marketing tools are introduced and applied (social media, webpages, etc.).

Learning objectives

After successful completion of this course, students will be able to

1. Draft a plan of marketing from the knowledges worked on the subject
2. Make decisions on product policies: definition of the product, brand, packaging, positioning, among other relevant policies
3. Make decisions on price policies: methods of price setting, price strategies,...
4. Make decisions on distribution policies: function of the distribution, type of channels and strategies of distribution, trends...
5. Make decisions on communication policies: know and use the tools of communication mix, strategies of communication, preparation of a business communication plan...

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 fields, and their repercussion upon organizations.
- Perform the roles related to the different functional areas of a business and institutions:
 - Elaborate a marketing plan based on knowledges worked on in the subject

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

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Unit 1. The marketing plan

Unit 2. Product strategies

Unit 3. Pricing strategies

Unit 4. Distribution strategies

Unit 5. Communication strategies

Methodology

Master classes and theoretical classes will be combined with practical and participatory sessions, in which case studies, resolution of exercises and specialized readings will be worked on.

Development plan

Dates (Weeks)	Description:	Face-to-face work activities	HTP (2) (Hours)	Autonomous work activities	HTNP (Hours)
Week 1	Presentation of the subject Unit 1	Attention to the presentation	3,5	Program and bibliography capture Study	5
Weeks 2-3	Unit 1	Attention to the explanation and debate activity Study and resolution of practical case	7	Study and participation in planned activity Case resolution	10
Weeks 4-8	Unit 2 - Unit 3	Attention to the explanation and resolution of practical case	17,5	Study and resolution of planned activity	18
Week 9	1st evaluation test	Performance of evaluation test	2	Study and preparation of evaluation activity	10

Weeks 10-11	Unit 3 - Unit 4	Attention to the explanation and resolution of practical case	9	Study and resolution of planned activity	10
Weeks 12-14	Unit 4 - Unit 5	Attention to the explanation and resolution of practical case	14	Study and resolution of planned activity	15
Weeks 15	Delivery and oral presentation of Marketing Plan Project	Attendance and oral presentation	5	Completion of work and preparation of oral defenses of Marketing Plan project	12
Weeks 16-17	2nd evaluation test	Performance of evaluation test	2	Study and preparation of evaluation activity	10

(2)HTP = Hours Face-to-face Work Activities

(3)HTNP = Autonomous Work Activities

Evaluation

Objectives	Evaluation activities	%	Dates	O/V (1)	I/G (2)	Observations
- To acquire the basis and fundamentals of writing a marketing plan - Make decisions on product policies	1st continuous assessment test	15	Week 9	O	I	Will be a multiple choice test based exam (answer justification required)
All above and: - Make decisions on price policies - Make decisions on distribution policies - Make decisions on communication policies	2nd continuous assessment test	25	Week 16-17	O	I	Will be a test based on a case study
To assess all course contents	Practical assignment and oral presentation	40	Week 15	O	G	Elaboration of a marketing plan with oral presentation A minimum mark of 4/10 is required in order to compute the weighted average with the other subject evaluation activities.
Subject follow up throughout the course	Active participation in class Follow up and delivery of practical cases and exercises	20	During the semester	O	I	Attendance to class, as well as activities organized in the FDET, and performance of cases and exercises

Evaluation clarifications

Students who for any reason do not perform any of the activities under qualification will get a 0 in this section.

To pass the subject the student must obtain a final average grade of the tests equal to or greater than five (5), provided that a minimum of 4/10 of the practical assignment is obtained.

When a student has not completed the continuous evaluation of the subject, but has carried out evaluation activities that suppose equal or less than 50% of the overall grade of the subject, he / she will achieve a final grade of "NOT PRESENTED".

Alternative assessment

In the event that a student documentally proves that s/he is unable to attend scheduled activities of the continuous assessment (for paid work, second or subsequent tuition of the subject, family conciliation, etc.), s/he can opt for a single test of validation of competences and knowledge that will be conducted on the day and in the schedule

established in the calendar of evaluation of the Degree for the final test of the ordinary evaluation (weeks 16-17). In this case, the evaluation will be based on both exams (multiple choice and study case).

The application for this assessment modality must be carried out before the third week (15th of March 2024) of class with documentary accreditation and, once done, it can not be modified.

On the website of the Faculty there is the document that students must complete and deliver to the professor responsible for the subject: <http://www.fdet.udl.cat/export/sites/Fdet/ca/.galleries/Documents/Secretaria-documents/Sollicitud-davaluacio-alternativa.pdf>

In accordance with art. 3.1 of the UdL evaluation regulations, the student can not use, in any case, during the evaluation tests, means not allowed or fraudulent mechanisms. The student who uses any fraudulent means related to the test and / or carry electronic devices not allowed, will have to abandon the test or the tests, and will be subject to the consequences provided in these regulations or in any other regulations of internal regime of theUdL.

Bibliography

Basic and Supplementary Bibliography

- CUTROPÍA FERNÁNDEZ, Carlo (2005). Marketing plan: stepby step (2nd Edition). ESICPublisher. Madrid.
- KOTLER, Philip; KELLER, Kevin Lane (2016): Dirección de Marketing (15a Edición); Pearson Educación, México. ISBN:978-607-32-3700-0
- KOTLER, Philip; ARMSTRONG, Gary (2018): Principios de Marketing (17a Edición); Prentice Hall, Madrid. ISBN:978-84-9035-612-8
- 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-DeustoMarketing & Sales (Spain)
- Harvard-DeustoBusiness Review (Spain)

Electronic resources

- Support tmaterial 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/>