



Universitat de Lleida

# DEGREE CURRICULUM **STRATEGIC MARKETING**

Coordination: GONZÁLEZ XUFRÉ, SÍLVIA

Academic year 2018-19

## Subject's general information

<b>Subject name</b>	STRATEGIC MARKETING			
<b>Code</b>	102402			
<b>Semester</b>	1st Q(SEMESTER) CONTINUED EVALUATION			
<b>Typology</b>	Degree	Course	Character	Modality
	Bachelor's degree in Industrial Organisation and Logistics Engineering	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>	3	3	
	<b>Number of groups</b>	1	1	
<b>Coordination</b>	GONZÁLEZ XUFRÉ, SÍLVIA			
<b>Department</b>	BUSINESS ADMINISTRATION			
<b>Teaching load distribution between lectures and independent student work</b>	Classroom hours: 60 hores Autonomous work: 90 hores			
<b>Important information on data processing</b>	Consult <a href="#">this link</a> for more information.			
<b>Language</b>	Catalan / Spanish			
<b>Distribution of credits</b>	Theoretical: 3 ECTS Room practices: 3 ECTS			

Teaching staff	E-mail addresses	Credits taught by teacher	Office and hour of attention
GONZÁLEZ XUFRÉ, SÍLVIA	silvia.gonzalez@udl.cat	6	

## Subject's extra information

Subject that is studied in the 1st semester of the 3rd year of the Degree in Engineering in Industrial Organization and Logistics. It corresponds to the Subject "Marketing" within the Module "Specific Formation: Industrial Organization and Logistics".

Subject that requires continuous work throughout the semester in order to achieve the stated goals. Critical thinking and abstract reasoning abilities are required.

It is recommended to frequently visit the Virtual Campus space associated with the subject as all the corresponding information is announced.

## Learning objectives

To be able to make decisions on product policies, price policies, place policies and communication policies.

## Competences

### Basic

B02 That students know how to apply their knowledge to their work or vocation in a professional manner and possess the skills that are usually demonstrated through the elaboration and defense of arguments and the resolution of problems within their area of study.

B03 That students have the ability to gather and interpret relevant data (usually within their area of study) to make judgments that include a reflection on relevant social, scientific or ethical issues.

B04 That students can transmit information, ideas, problems and solutions to a specialized and non-specialized public.

### Transversal

CT3. To implement new technologies and technologies of information and communication.

CT4. To apply basic knowledge of entrepreneurship and professional environments.

### General competences

CG9. To organize and plan in the field of the company, and other institutions and organizations.

CG10. To work in a multilingual and multidisciplinary environment.

### Specific competences

CE20. To have applied knowledge of basics and principles of strategic planning.

CE24. To acquire capacity to prepare investment analysis and feasibility assessments.

CE27. To have applied knowledge of basics and principles of market research.

## Subject contents

- 1.- Principles of marketing strategy.
- 2.- Consumer's behavior.
- 3.- Market research.
- 4.- Product strategy.
- 5.- Price strategy.
- 6.- Distribution strategy.
- 7.- Communication strategy.

## Methodology

The course will be taught with a combination of magistral lessons and practical activities which will involve lectures and case study analyses

The usual format of the sessions will consist of a first part of explanation of the main concepts, and then a practical classroom-guided activity that will allow students to internalize and consolidate the concepts discussed in the session.

The time distribution of dedications will be:

Activity	Classroom activity		Homework activity		Total time
	Goals	Hours	Student work	Hours	Hours/ECTS
Master class	Explanation of concepts	30	Comprehension	45	75
Problems and case studies	Case study, problems	30	Problem solving	45	75
Totals		60		90	150

## Development plan

Week	Description	Classroom activity	HTP	Homework activity	HTNP
S1	Presentation. Lesson 1	Presentation of the subject Master class	4	Comprehension	6
S2	Lesson 1	Master class. Problems setup	4	Comprehension and problem solving	6
S3	Lesson 2	Master class. Problems setup	4	Comprehension and problem solving	6
S4	Lesson 2	Master class. Problems setup	4	Comprehension and problem solving	6
S5	Lesson 3	Master class. Problems setup	4	Comprehension and problem solving	6
S6	Lesson 3	Master class. Problems setup	4	Comprehension and problem solving	6
S7	Lesson 4	Master class. Problems setup	4	Comprehension and problem solving	6
S8	Lesson 4	Master class. Problems setup	4	Comprehension and problem solving	6
S9	First term test	Individual written test	2	Test preparation	3
S10	Lesson 5	Master class. Problems setup	4	Comprehension and problem solving	6
S11	Lesson 5	Master class. Problems setup	4	Comprehension and problem solving	6
S12	Lesson 6	Master class. Problems setup	4	Comprehension and problem solving	6
S13	Lesson 6	Master class. Problems setup	4	Comprehension and problem solving	6
S14	Lesson 7	Master class. Problems setup	4	Comprehension and problem solving	6
S15	Lesson 7	Master class. Problems setup	4	Comprehension and problem solving	6
S16	Second term test	Individual written test	2	Test preparation	3

## Evaluation

First term exam: 15%

First term practical activities and classwork : 35%

Second term exam: 15%

Second term practical activities and classwork: 35%

Score range: from 0 to 10 points

Minimum passing score: 5

## Bibliography

KOTLER, Philip; ARMSTRONG, Gary (2008): Introducción al Marketing (12ª Edición); Pearson Educación, Madrid.

KOTLER, Philip; KARTAJAYA, Hermawan, SETIAWAN Iwan (2012): Marketing 3.0 (Acción empresarial); Editorial LID.

MUÑIZ, Rafael (2016): Marketing en el Siglo XXI. Centro de Estudios Financieros. Disponible en <https://www.marketing-xxi.com/Marketing-siglo-xxi.html>

SANTESMASES MESTRE, Miguel (2009): Fundamentos de marketing; Edicions Pirámide, Madrid.