



Universitat de Lleida

DEGREE CURRICULUM
STRATEGIC MARKETING

Coordination: GONZÁLEZ XUFRÉ, SÍLVIA

Academic year 2019-20

Subject's general information

Subject name	STRATEGIC MARKETING			
Code	102402			
Semester	1st Q(SEMESTER) CONTINUED EVALUATION			
Typology	Degree	Course	Character	Modality
	Bachelor's degree in Industrial Organization and Logistics Engineering	3	COMPULSORY	Attendance-based
Course number of credits (ECTS)	6			
Type of activity, credits, and groups	Activity type	PRAULA		TEORIA
	Number of credits	3		3
	Number of groups	1		1
Coordination	GONZÁLEZ XUFRÉ, SÍLVIA			
Department	BUSINESS ADMINISTRATION			
Teaching load distribution between lectures and independent student work	Classroom hours: 60 hores Autonomous work: 90 hores			
Important information on data processing	Consult this link for more information.			
Language	Catalan / Spanish			
Distribution of credits	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

- Have a creative vision to apply in the workplace.
- Analyze and understand consumer psychology.
- Learn to create unique value propositions.
- Make a marketing plan On and Off from start to finish.
- Plan strategically, define and control marketing campaigns.
- Take full advantage of the digital channel in customer acquisition, loyalty and retention.
- Get traffic on your website or blog through SEO, SEM, Content Marketing, Social Networks, Blog ...
- Optimize conversion and user experience (UX and Visual Communication).
- Determine, project and execute a continuous improvement program oriented unicament to the client.
- Know the web analytics to control the communication campaigns carried out and be able to improve them.
- Create a communication strategy to know how to transmit your value proposition to your target audience.

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

Creativity and lateral thinking:

- Creative techniques

Consumer psychology:

- How to approach the consumer: Empathy map
- Consumers types
- Define a Buyer Person

Marketing plan:

- ANALYTICAL (Where we are?): Description of objectives / Internal and external analysis / SWOT / Review of objectives
- STRATEGIC (Where we want to be?): Basic strategies / Mix of Marketing / Digital Mix
- OPERATIONAL (How will we get there): Action plan / Monitoring and KPI's

Communication Strategy:

- MESSAGE: What I want to say?
- CHANNEL: Where I want to say?
- TARGET: Who I want to say something?
- CONTACT PLATE: Media communication / Social Media / RRPP

Case studies

TRANSVERSAL PROJECT: MARKETING PLAN OF A REAL COMPANY

Methodology

This subject combines a specific theoretical PPT and worked for the subject by Professor Sílvia González and a real transversal project of the Creation of a Marketing Plan to increase by 15% the students of the Igualada Campus the next academic year.

The usual format of the sessions will be a first great part of theory and finally a practical activity to assess their assimilation. There will also be sessions where we will change the practical activity to advance the transversal project of the Marketing plan in class and solve doubts.

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 Creativity applied to the business	4	Look at creative references proposed in class	6
S2	Lesson 1	Lateral thinking	6	Activity in pairs. Use lateral thinking to improve a service / product	6
S3	Lesson 1	Group workshop: Brainstorming	4	Brainstorming group activity: Mr. Wonderful	6
S4	Lesson 2	Introduction to current Marketing. The VALOR proposal	4	Creation of a company that provides value to the consumer	6
S5	Lesson 2	Consumer psychology. Changes in purchasing habits.	4	Group activity identify profiles and define segments	6
S6	Lesson 3	Inbound Marketing Strategic Marketing Plan and Project Presentation	4	Inbound Marketing Strategic Marketing Plan and Project Presentation	6
S7	Lesson 4	ANALYTICAL PART: Where are we? Description of objectives / Internal and external analysis	4	I work in class and at home for project groups. Test in class	6
S8	Lesson 4	ANALYTICAL PART: Where are we? SWOT / Review of objectives	4	I work in class and at home for project groups. Resolve doubts in class.	6
S9	First term test	First partial test Delivery in PPT / Prezzi and oral presentation	2	Oral presentation in class	3
S10	Lesson 5	Part STRATEGIC Where do we want to be ? : Basic Strategies / Marketing Mix 4'ps	4	I work in class and at home for project groups. Resolve doubts in class	6
S11	Lesson 5	Part STRATEGIC Where do we want to be ? : Digital Mix	4	I work in class and at home for project groups. Resolve doubts in class.	6
S12	Lesson 6	Operational part How will we get there ? : Action plan / Monitoring and KPI's	4	I work in class and at home for project groups. Resolve doubts in class.	6

S13	Lesson 6	Communication Strategy: MESSAGE: What do I say?	4	Group activity Creation of a Brand Territory	6
S14	Lesson 7	Communication Strategy: CHANNEL: Where do I say it?	4	I work in class and at home for project groups. Resolve doubts in class.	6
S15	Lesson 7	Communication Strategy: TARGET: Who do I tell? Consumer psychology CONTACT PLATE: Mediums / Platforms / RRPP	4	Activity in pairs: Identify and create your Buyer Person. Use of the Empathy Map	6
S16	Second term test	Final delivery of the Marketing plan in PPT / Prezzi and oral presentation	2	Oral presentation in class. Defend the final project	3

Evaluation

25% 1st part of the project: marketing plan with final oral presentation

25% 2nd part of the project: marketing plan with final oral presentation

25% 3rd part of the project: marketing plan with final oral presentation

25% exercises and continuous oral presentations of class

The tests are evaluated from 0 to 10 points. The minimum grade to remove material is 5.

Bibliography

KOTLER, Philip; KARTAJAYA, Hermawan, SETIAWAN Iwan (2019): Marketing 4.0 (Acción empresarial); Editorial LID.

José María Sainz de Vicuña Ancín: **El plan de marketing en la práctica 22ª ed. ESIC**

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

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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.