



Universitat de Lleida

## DEGREE CURRICULUM

# STRATEGIC MARKETING

Coordination: GONZALEZ XUFRE, SILVIA

Academic year 2023-24

## 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	GONZALEZ XUFRE, SILVIA			
Department	ECONOMICS AND BUSINESS			
Teaching load distribution between lectures and independent student work	Classroomm hours: 60 hores Autonomous work: 90 hores			
Important information on data processing	Consult <a href="#">this link</a> 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
GONZALEZ XUFRE, SILVIA	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".

**The purpose of the course is to train students as professionals capable of developing strategic and creative solutions that respond to social, cultural and business demands in a committed, sustainable and forward-looking manner.**

**Future entrepreneurs, regardless of their sector, must be capable of providing disruptive responses to the changing needs and challenges of today's society.** They have to assume social and ethical responsibility and have to have a multidisciplinary training to face any challenge, where the use of intelligent marketing is the great engine of change.

History has taught us that crises are a time of creative explosion and full of business opportunities and we, as qualified professionals that we will be, have to have the necessary tools to be able to achieve this new challenge.

**The social and ecological commitment, the local economy / proximity businesses, the craftsmanship and the quality of the products and / or services will be a "must" for those who want to develop a successful work activity from now on.**

Marketing and intelligent design, cooperation, proactivity, activism, people's well-being, support for culture, research, common sense, technology and agility in processes will be key to facing this new normal. In all this current context, **the Strategic Marketing subject wants to show Marketing as the discipline / tool of change that, when well executed, contributes VALUE to any organization / undertaken with the best of intentions.** It will give you tools to investigate, observe, analyze, create, know and add VALUE to the consumer.

Your strategy will be aligned with the current market, positioning your client in the "Customer Centric" center to know what they need, when they need it, how and where they fly it. Being able to provide the solutions you expect at all times, knowing how to persuade you so that the result is totally successful.

## 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 unilaterally 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.
- Take advantage of AI (Canva) to visually represent some of the actions worked on.

## 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:**

- How to approach the consumer: "Customer Centric" strategy, based on qualitative and quantitative market studies and the creation of the Empathy Map.
- Definition of the different consumer profiles based on specific business variables.

### **Consumer psychology:**

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

### **LEAN MODEL CANVAS:**

- Develop a business plan with a UNIQUE AND SINGULAR VALUE PROPOSAL ADAPTED TO THE CURRENT AND FUTURE NEEDS OF THE TARGET MARKET.

### **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 / Marketing MIX (the 4p's) / MIX Digital (Marketing Intelligence)
- 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 and worked presentation for the subject by Professor Sílvia González and a transversal real project of the Creation of a Marketing Plan for a real company.

The usual format of the sessions will be in the physical classroom, combining theory and practice to be able 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 (physical place and online)		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 Beginning the marketing plan	4	Choice of company by pairs	6
S2	Lesson 1	Creativity applied to the business Lateral thinking	6	Look at creative references proposed in class Activity in pairs. Use lateral thinking to improve a service / product	6
S3	Lesson 1	Group workshop: Brainstorming	4	Brainstorming group activity: Catalunya Experience	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 approve this subject is 5.

Students who have the approval to be evaluated through alternative evaluation (see requirements and procedure in the evaluation regulations) will have to carry out the following activities: the marketing plan of a real company with all its sections and its subsequent digital presentation exposed orally.

## 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 Edició); PearsonEducación, 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.