



## IDENTIFYING DATA

### Strategic marketing

Subject	Strategic marketing			
Code	V06G270V01403			
Study programme	Grado en Comercio			
Descriptors	ECTS Credits	Choose	Year	Quadmester
	6	Mandatory	2nd	2nd
Teaching language	Spanish			
Department				
Coordinator	Monteagudo Cabaleiro, Antonio			
Lecturers	Monteagudo Cabaleiro, Antonio			
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Web	<a href="http://secretaria.uvigo.gal/docnet-nuevo/guia_docent/index.php?centre=306&amp;ensenyament=V06G270V01&amp;assignatura=V06G270V01403&amp;any_academic=2020_21">http://secretaria.uvigo.gal/docnet-nuevo/guia_docent/index.php?centre=306&amp;ensenyament=V06G270V01&amp;assignatura=V06G270V01403&amp;any_academic=2020_21</a>			
General description	<p>Strategic Marketing is proposed as a continuation of the subject "Business: Fundamentals of marketing" (1st year, 2nd semester), in which students have the opportunity to discover and learn about the discipline of marketing from the direction of the company, that is, as a system of thought and as a strategic management of tools and procedures.</p> <p>The objective of this subject is to delve into the study of what marketing encompasses and means from a mainly strategic perspective. It is intended that students understand what the objectives, strategies and strategic actions are necessary to carry out the strategic planning of the company's commercial area and learn about the new marketing techniques that have been developed over the last few years.</p> <p>In this way, students will be provided with the necessary knowledge that will allow them to develop positions in the management of the organization to implement strategic marketing plans that serve as a guide for the commercial actions of the company in the long term.</p>			

## Training and Learning Results

Code	
B2	CG2. To apply the knowledge acquired in professional practice in the future, developing the conceptual and operative abilities of future business managers in the context of a dynamic global economy undergoing a continuous process of change and innovation.
B3	CG3. To compile, process and interpret social, economic and legal data that will allow one to give an informed opinion on relevant issues in the commercial field.
B4	CG4. To be able to communicate effectively, clearly, concisely and accurately both within the organization and with external agents in national and international contexts.
B5	CG5. To acquire skills for leadership, independent learning, teamwork, motivation and flexibility, as well as for responsible and ethical behavior in order to deal appropriately with all the agents working in the organization and in the professional sphere.
B6	CG6. To be familiar with different economic, legal, social and cultural situations and to acquire a global, multicultural perspective with the aim of guiding the strategies and operations targeting both national and international markets.
C7	CE7. To be familiar with the interrelation between strategic marketing and strategic management from the perspective of a market-oriented perspective, as well as the relationships between organizations and their milieus with the aim of designing, with the help of marketing concepts and tools, goals and strategies that will be deployed in a comprehensive marketing plan.
C14	CE14. To understand and be able to analyze the socioeconomic role of entrepreneurs and professional managers, and to be able to draw up a business plan.
C24	CE24. To use the computer tools and the statistics, accounting, financial and marketing concepts and techniques for the production and interpretation of reports and for comprehensive planning and management: functions of the supply chain and delivery to the customer, commercial risk management, financial and accounting management, among others, through use of tools like web technologies, database management, electronic transmission of data, electronic commerce, CRM and integrated systems.
C26	CE26. To be able to use the personal skills, attitudes and knowledge acquired in the academic context through simulation of real situations of professional practice and through contact with the business world by means of the experience acquired with internships.

Expected results from this subject		
Expected results from this subject	Training and Learning Results	
New	B2	C14
	B3	C24
	B6	C26
New	B3	C7
	B4	C14
	B5	C24
	B6	C26

## Contents

Topic	
SUBJECT 1. STRATEGY AND MARKETING	1.1. Strategy concept 1.2. The strategic direction 1.3. Strategy and Marketing 1.4. Market orientation 1.5. Marketing activities in the company 1.6. The strategic planning process 1.7. Trends: big data, business intelligence, AI, IoT
SUBJECT 2. IDENTIFICATION AND ANALYSIS OF THE REFERENCE MARKET	2.1. Product concept 2.2. Reference market, relevant market and product-market 2.3. Segmentation and positioning 2.4. Market attractiveness assessment 2.5. Competition Analysis
SUBJECT 3. STRATEGIC DIAGNOSIS OF THE PRODUCT PORTFOLIO	3.1. Product portfolio: Concept and analysis models 3.2. Growth matrix- Market share 3.3. Market attractive matrix - company competitiveness 3.4. SWOT analysis
SUBJECT 4. GROWTH STRATEGIES AND COMPETITIVE STRATEGIES	4.1. Generic strategies 4.2. Growth strategies 4.2.1. Intensive growth strategies 4.2.2. Diversified growth strategies 4.3. International expansion strategies 4.4. Competitive strategies
SUBJECT 5. NEW PRODUCT DEVELOPMENT STRATEGIES	5.1. Characterization and typology of new products 5.2. New product development process 5.3. Management of the new product development process 5.4. Imitation strategies
SUBJECT 6. DESIGN, EXECUTION AND CONTROL OF THE STRATEGIC MARKETING PLAN	6.1. Elements of the Strategic Marketing Plan 6.2. Structure of the Strategic Marketing Plan 6.3. Execution of Strategic Marketing Plan 6.4. Control of the Strategic Marketing Plan 6.5. The digital marketing plan

## Planning

	Class hours	Hours outside the classroom	Total hours
Lecturing	22	4	26
Case studies	18	35	53
Mentored work	4	23	27
Presentation	2	6	8
Objective questions exam	1	18	19
Essay questions exam	2	12	14

\*The information in the planning table is for guidance only and does not take into account the heterogeneity of the students.

## Methodologies

	Description
Lecturing	Exposure of the theoretical concepts in the class encouraging the participation of the students.
Case studies	Real cases, comment on news, analysis of business situations, debates, etc. This activity can be done individually or in a group.
Mentored work	The student body, individually or in a group, prepares a document on the subject matter. It is an autonomous activity for students that includes the search and collection of information, reading and handling of bibliography, writing ...
Presentation	Presentation and exhibition of Strategic Marketing works carried out by the students.

## Personalized assistance

Methodologies	Description
Lecturing	In the tutorial hours of the teaching staff of the subject.
Case studies	In the tutorial hours of the teaching staff of the subject.
Mentored work	In the tutorial hours of the teaching staff of the subject.

Assessment				
	Description	Qualification	Training and Learning Results	
Lecturing	The attendance, attitude and participation of the students will be valued as a requirement to be entitled to continuous evaluation (see other comments).	2	B2 B6	C7
Case studies	It will be valued the development (in class and outside class hours) and the delivery of case studies, as well as their presentation. The resolution of the case must be founded on a theoretical explanation.	18	B2 B3 B4 B5 B6	C24
Mentored work	Development of a strategic marketing plan. Group or individual work.	10	B2 B3 B4 B5	C24
Objective questions exam	Knowledge will be valued through one or several tests with multiple choice and/or short answer questions (theoretical or practical).	30	B3	C7 C24
Essay questions exam	Knowledge will be assessed through development questions (theoretical and practical).	40	B3	C7 C24

#### Other comments on the Evaluation

#### CONTINUOUS ASSESSMENT

To be entitled to "Continuous Assessment" the students must attend a minimum of 80% of the practical classes and carry out 100% of the practical activities that are requested (usually 1 per practical class). In this way, if a student does not attend class (with justification) they must deliver the task(s) or activity(ies) within 3 days following the maximum delivery date, not taking into account non-attendance only for the calculation of the minimum attendance percentage (80%).

For these purposes, the practices that are not uploaded to the Moovi platform are NOT considered delivered, if the teacher enables an entry for them, or in the absence of it, they are delivered on paper. Late delivery has a minimum penalty of 50% of the grade. After 3 days of the maximum delivery date, the tasks or activities will not be valued.

There will be some revision multiple choice tests at the end of each of the theory topics. The scores obtained in these tests will be taken into account to complement the mark corresponding to the practical part.

There will also be a tutored project (compulsory for continuous evaluation), which will have to be defended in an exhibition, and which can be done individually or in a group (it will be the teacher who decides).

The note of the practical part will be out of 1,8 points; the tutored work will be out of 1 point; Participation and attendance 0,2 points; Partial tests 3 points, while the final exam will have a weight of 4 points.

The students must obtain a pass in all the parts separately, to be able to opt for the pass in the subject. If you do not pass any part, you do not have the right to average the scores.

Students who do not meet the above requirements (minimum attendance of 80%, pass practices and work separately) will have to take the official exam of the subject by GLOBAL ASSESSMENT (with a score of 0 to 10, being "Passed" a 5), and this exam will be different from that of continuous assessment students.

#### GLOBAL EVALUATION

The students must pass the officially set exam (with a minimum grade of 5), which will be different from the exam in continuous evaluation.

The subject that will enter for both types of evaluation (continuous and global) for the final exam will be both the one taught in the theoretical classes and the one taught in the practical classes, and all the content available in Moovi.

#### SECOND CHANCE IN JULY FOR THE TWO EVALUATION SYSTEMS

Official examination of the subject established by the Center in its examination calendar, with the pass being 5 out of 10. Exceptionally, the continuous evaluation system (and the grade obtained) is maintained for students in continuous

evaluation who did not pass in the previous opportunity.

## GENERAL FEATURES

- In all systems, opportunities and jobs, the pass will be 50% of the score. And they must all be passed in order to be eligible for continuous assessment.
- All the material taught throughout the semester (theory classes, practice classes, material available on Moovi), is subject to entering the exam.
- Throughout the course, in the theory classes, revision tests (multiple choice questions) will be carried out, which will be taken into account for the calculation of the evaluation of the continuous evaluation.
- All the exams will have a part of multiple choice questions and another part of development questions, these questions being able to be theoretical or practical (solving exercises/problems).
- As long as the students passed the subject according to the criteria described above, a maximum of 0,5 points will be added to the grade obtained for participation in certain external activities that eventually take place during the semester in which the subject is taught, and that the teachers of this subject consider of interest. These may be activities organized by the center, the university, or other entities, such as visits to companies, talks, round tables, conferences, workshops, seminars, or the like. For this, the teaching staff of the subject will previously communicate to the students, by the usual means (in face-to-face hours or by Moovi), those activities in which participation will mean an increase in the grade. Participation in each activity will be rewarded with 0.25 points, and up to a maximum of 0,5 points; in any case, the final mark of the subject may not exceed the maximum of 10 points. The student must submit a document accrediting her participation and in each activity that you wish to be accounted for within the periods indicated by the person coordinating the matter. In the case of activities organized by the center, it will be in charge of compiling said information and transferring it to the teaching staff.

### End of degree call:

In this call, the continuous assessment system is not applied, so the students must pass (5 out of 10) the exam on the officially set date. The exam includes all theory and practice.

NOTE: The dates of the exams can be consulted on the center's website <https://fcomercio.uvigo.es>

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### Sources of information

#### Basic Bibliography

Munuera Aleman J.L.Rodríguez Escudero A.I., **Estrategias de Marketing. Un enfoque basado en el proceso de dirección**, 2ª Edición, ESIC, 2012

Sainz de Vicuña, J.M., **El Plan de Marketing en la Práctica**, ESIC, 2017

González Vázquez, E. et al., **Manual Práctico de Marketing**, 1ª Edición, Pearson Educación, 2014

Munuera Aleman J.L.Rodríguez Escudero A.I., **Estrategias de Marketing. De la teoría a la práctica**, ESIC, 2006

#### Complementary Bibliography

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### Recommendations

#### Subjects that continue the syllabus

International marketing/V06G270V01603

#### Subjects that are recommended to be taken simultaneously

Business Language: English/V06G270V01304

#### Subjects that it is recommended to have taken before

Company: Basics of marketing techniques/V06G270V01204

Company: Principles of responsible management/V06G270V01103

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