

1. BASIC INFORMATION

Course	Strategic Marketing
Degree program	Master Degree in Marketing
School	Faculty of Social Sciences and Communication
Year	1
ECTS	6 ETCS
Credit type	Mandatory
Language(s)	English
Delivery mode	Campus-based mode (Alcobendas)
Semester	S1
Academic year	24-25
Coordinating professor	Gloria Morcillo
Professor	Jose L. González Porras

2. PRESENTATION

Strategic marketing defines the process of planning the goals, developing a marketing plan, and implementing the desired objective to obtain a competitive edge in your chosen niche.

The purpose of strategic marketing is to outline and simplify a direct map of the company's objectives and the ways to achieve them.

The company should clearly identify its mission, take a survey regarding the industry's situation, and evaluate a plan with a guarantee that they can provide their customers with the desired products when they need them.

3. LEARNING OUTCOMES

Knowledge

- KNWL1. Knowing the different functional areas of the company and the key and strategic decisions of marketing and communication of the companies and the professional profile of the experts in the area.
- KNWL3. Understand the principles of professional ethics, identify implications of key players and design ideal scenarios in the digital scenario.
- KNWL5. Identify implications of key players and design ideal scenarios in the digital scenario.
 - To know the basic principles of marketing, together with its tools.
 - To update knowledge on market segmentation and planning.

Skills

- SKILL2. Manage relationships with all stakeholders in marketing and commercial strategy in organizations.
- SKILL4. Apply the new advanced concepts of marketing and communication, using Internet tools and new technologies in coherence with the global marketing strategy of the company.

Competences

- CBTF4. Detect and evaluate business opportunities, as well as the ability to design and implement marketing plans in line with the corporate and competitive strategies of the company.
- CBTF5. Design products from the analysis of market opportunities and the company's capabilities, creating a healthy and sustainable portfolio of products, from the application of advanced marketing techniques.
- CBTF8. Ethical-social competence. Show ethical behavior and social commitment in performance of professional activities, as well as sensitivity to inequality and diversity.

4. CONTENT

- Marketing within the organization.
- New trends, methodologies, and tools.
- Strategic planning.
- Market segmentation.

This module is important for the regulation of marketing knowledge for students coming from different areas of knowledge, in order to establish a common starting point for the remainder of the programme.

5. TEACHING-LEARNING METHODOLOGIES

The types of teaching-learning methodologies used are indicated below:

- Case studies.
- Collaborative learning.
- Problem-based learning.
- Challenge-based learning.
- Lectures.
- Simulation environments.

6. LEARNING ACTIVITIES

Listed below are the types of learning activities and the number of hours the student will spend on each one:

Campus-based mode:

Learning activity	Number of hours
Lectures	18
Practical Seminars	12
Independent working	50
Debates & Discussions	8
Academic Tutotials	18
Drawing up reports and written work	20
Solving case studies	12
Problem-solving	10
In-person knowledge assessment tests	2
TOTAL	150

7. ASSESSMENT

Listed below are the assessment systems used and the weight each one carries towards the final course grade:

Campus-based mode:

Assessment system	Weight
In-person assessment tests	60
Oral presentations	15
Case Study	15
Reports and written work	10

When you access the course on the *Campus Virtual*, you'll find a description of the assessment activities you must complete, as well as the delivery deadline and assessment procedure for each one.

7.1. First exam period

To pass the course in the first exam period, you must obtain a final course grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

7.2. Second exam period

To pass the course in the second exam period, you must obtain a final grade of at least 5 out of 10 (weighted average).

In any case, you will need to obtain a grade of at 4.0 in the final exam in order for it to count towards the final grade along with all the grades corresponding to the other activities.

The student must deliver the activities not successfully completed in the first exam period after having received the corresponding corrections from the professor, or those that were not delivered in the first place.

8. SCHEDULE

This table shows the delivery deadline for each assessable activity in the course:

Assessable activities	Deadline
Case Study 1/Activity 1	Week 1-3
Case Study 2/Activity 2	Week 4-8
Case Study 3/Activity 3	Week 5-9
Case Study 4/Activity 4	Week 10-14

This schedule may be subject to changes for logistical reasons relating to the activities. The student will be notified of any change as and when appropriate.

9. BIBLIOGRAFÍA

The main reference work for this subject is:

- Kotler, P., Armstrong, G., Saunders, J. and Wong, V. (1999) Principles of Marketing, 2nd Edition, New Jersey: Prentice Hall
- Baker, M. (2000) Marketing Management and Strategy, 3rd edition, Macmillan Business.

The recommended Bibliography is:

- KERIN, R.A. (2018) Marketing. 13ª Edition. Ed. McGraw-Hill.
- KOTLER, P.; KELLER, K. L., Marketing Management (14th edition) 2012, Pearson.
- West, D.C., Ford, J.B. and Ibrahim, E. (2006) Strategic marketing: creating competitive advantage. Oxford: Oxford University Press.
- Rust, Roland T. (2010) 'Rethinking Marketing', Harvard Business Review.
- Keller, K.L. (no date) 'Managing Brands for the Long Run: Brand Reinforcement and Revitalization Strategies.', California Management Review.
- Ellwood, I. (2002) The Essential Brand book, Kogan Page Limited.
- Fill, C (2002) Marketing Communications, Contexts, strategies and applications, Prentice Hall.

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

From the Educational Guidance and Diversity Unit we offer support to our students throughout their university life to help them reach their academic achievements. Other main actions are the student's inclusions with specific educational needs, universal accessibility on the different campuses of the university and equal opportunities.

From this unit we offer to our students:

1. Accompaniment and follow-up by mean of counselling and personalized plans for students who need to improve their academic performance.
2. In terms of attention to diversity, non-significant curricular adjustments are made in terms of methodology and assessment for those students with specific educational needs, pursuing an equal opportunity for all students.
3. We offer students different extracurricular resources to develop different competences that will encourage their personal and professional development.
4. Vocational guidance through the provision of tools and counselling to students with vocational doubts or who believe they have made a mistake in their choice of degree.

Students in need of educational support can write to us at:

orientacioneducativa@universidadeuropea.es

11. ONLINE SURVEYS

Your opinion matters!

The Universidad Europea encourages you to participate in several surveys which help identify the strengths and areas we need to improve regarding professors, degree programs and the teaching-learning process.

The surveys will be made available in the "surveys" section in virtual campus or via e-mail.

Your assessment is necessary for us to improve.

Thank you very much for your participation.