

1. OVERVIEW

Subject area	Marketing Strategy
Degree	Bachelor's Degree in Business Administration and Management
School/Faculty	SOCIAL SCIENCE AND COMMUNICATION
Year	4º
ECTS	6 ECTS
Type	Optional
Language(s)	Spanish
Delivery mode	On campus/Online
Semester	1º
Year	2024/2025
Coordinating professor	José Blázquez

2. INTRODUCTION

The overall objective of the subject area Marketing Strategy is for students to contextualise the marketing function within the general strategy of the company. The profitability of a business organisation depends on the generation of income from the sale of goods and services. To achieve this, the marketing function must develop a strategy consistent with the overall objectives of the organisation that guides each marketing variable towards profit maximisation. Developing appropriate marketing strategies involves understanding the market, the consumer and their concept of value, and then offering the right products and services, at the right price, through the right distribution channels, with effective communication throughout. Throughout this subject area, students will study all the concepts required for the correct development of these strategies.

3. LEARNING OUTCOMES

Knowledge (CON, by the acronym in Spanish)

CON02. Identify the key, relevant information, data and trends, materials and human resources needed for business management and the launching of business initiatives in order to offer solutions with regard to decision-making in business.

- Identify different consumer segments.
- Identify the way in which each marketing tool contributes to the process of value delivery.

Abilities (HAB, by the acronym in Spanish)

HAB02. Solve problems and practical cases using mathematical and data analysis techniques and tools to solve economic issues. Use basic calculus, algebra and programming methods to gain a better understanding of the operational functioning of the company and its environment.

HAB05. Analyse information to build and implement a strategic plan: External and internal strategic analysis; formulating, choosing and implementing corporate and competitive strategies, as well as strategic control.

HAB07. Analyse consumer behaviour: evaluate and predict behaviour and trends in the different audiences in which consumers are classified in relation to a particular product or service, both geographically and culturally or in terms of population segments.

- Assess the appropriate target audience for a company.
- Create value proposals for different consumer segments.

Skills (COMP, by the acronym in Spanish):

COMP03. Identify and understand a company's accounting, human resources, marketing, sales and production departments, applying the various tools available for their management.

4. CONTENTS

Introduction to Consumer Behaviour.

The Value Delivery Process.

Product Strategy.

Pricing Strategy.

Distribution Strategy.

Communication Strategy.

5. TEACHING/LEARNING METHODS

The types of teaching-learning methods are as follows:

ON CAMPUS MODE

1. Case studies (on campus)
2. Collaborative learning (on campus)
3. Problem-based learning (on campus)
4. Project-based learning (on campus)
5. Lectures (on campus)
6. Fieldwork (visiting companies, institutions, etc.) (on campus mode)
7. Simulation environments

ONLINE MODE

1. Case studies (online)
2. Collaborative learning (online)
3. Problem-based learning (online)
4. Lectures via Webinars
5. Simulation environments

6. LEARNING ACTIVITIES

The types of learning activities, plus the amount of time spent on each activity, are as follows:

On campus mode:

Learning activity	Number of hours
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Lectures	40
Independent working	30
Oral presentations	12
Case studies and problem solving	20
Excursions/trips	0
Group work	20
Knowledge tests	5
Tutorials	5
Projects	18
TOTAL	150

Online mode:

Learning activity	Number of hours
Online seminars	5
Reading course material and consulting complementary resources	22.5
Individual applied activities: problems, case studies, projects	35
Collaborative applied activities...	12.5
Tutorials	17.5
Self-assessment questionnaires and knowledge tests	7.5
Autonomous learning	50
Online seminars	5
Reading course material and consulting complementary resources	22.5
TOTAL	150

7. ASSESSMENT

The assessment systems, plus their weighting in the final grade for the subject area, are as follows:

On campus mode:

Assessment system	Weighting
Knowledge tests	30%
Case studies, problem solving and project development	20%

Projects	20%
Oral presentations	10%
Student reflective journal	10%
Participation in debates and forums	10%

Online mode:

Assessment system	Weighting
Knowledge tests	30%
Case studies, problem solving and project development	20%
Projects	20%
Oral presentations	10%
Student reflective journal	10%
Participation in debates and forums	10%

On the Virtual Campus, when you open the subject area, you'll find details of your assessment activities, including the submission dates and assessment procedures for each activity.

7.1. Ordinary exam period

To pass the subject area in the ordinary exam period, you must achieve a grade of at least 5.0 out of 10.0 as the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 4.0 in the final test for it to be included in the weighting with the other activities.

7.2. Extraordinary exam period (resits)

To pass the subject area in the extraordinary exam period (resits), you must obtain a grade of 5.0 or more out of 10.0 in the final grade (weighted average) for the subject area.

In any case, you will need a grade of at least 4.0 in the final test for it to be included in the weighting with the other activities.

Any activities not passed in the ordinary exam period must be submitted after receiving the relevant corrections and feedback from the teacher. Students must also submit any activities that were not submitted in the first place.

8. TIMELINE

This section details the timeline and submission dates for the assessment activities in this subject area.

Assessment activities	Date
Activity 1. Consumer behaviour	Weeks 2–4
Activity 2. The value delivery process	Weeks 4–6
Activity 3. Product strategy	Weeks 6–8
Activity 4. Pricing Strategy.	Weeks 8–10
Activity 5. Distribution Strategy.	Weeks 10–12
Activity 6. Communication Strategy.	Weeks 12–14
Activity 7. Presentation of final work	Weeks 14–18
Activity 8. Final test	Weeks 18–20

The timeline may be subject to change for logistical reasons related to the activities. Students will be informed of any changes in due time via the appropriate channels.

9. BIBLIOGRAPHY

The reference material for the subject area is as follows:

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- Kotler, P., Keller, K. L. (2012). Dirección de marketing. México: Editorial Pearson Educación (14ª edición)
- Ferrell, O. C. y Hartline, M. D. (2006). Estrategia de marketing. México: Editorial Thomson (3ª edición).
- Lamb, C. W., Hair, J. Jr., y McDaniel, C. (2002) Marketing. México: Editorial Thomson (6ª edición).
- Jobber, D. y Fahy, J. (2007). Fundamentos de Marketing. Madrid: Editorial McGraw Hill (2ª edición).
- Kotler, P., Armstrong, G., Saunder, J. y Wong, V. (2000) Introducción al marketing. Madrid: Editorial Prentice Hall.
- Stanton W., Etzel M. y Walker B. (2007). Fundamentos de Marketing. Madrid: Editorial McGraw-Hill (14ª edición).

10. EDUCATIONAL GUIDANCE AND DIVERSITY UNIT

The Educational Guidance and Diversity Unit (ODI, by the acronym in Spanish) offers support to our students throughout their university experience to help them achieve their academic goals. Our work also centres around the inclusion of students with special educational needs, accessibility for all on the different university campuses and equal opportunities.

This Unit offers students:

1. Support and follow-up by means of personal counselling and plans for students who need to improve their academic performance.
2. With regard to support for diversity, non-significant curricular adjustments are made, i.e. in terms of methodology and assessment, for those students with special educational needs, thus pursuing equal opportunities for all students.
3. We offer students a variety of extracurricular learning resources for developing different skills to enrich their personal and professional development.
4. Career guidance through the provision of tools and counselling to students with career doubts or who believe they have made a mistake in their choice of qualification.

Students who need educational support can contact us at:

orientacioneducativa@universidadeuropea.es

11. SATISFACTION SURVEYS

Your opinion matters!

Universidad Europea encourages you to complete our satisfaction surveys to identify strengths and areas for improvement for staff, degree courses and the learning process.

These surveys will be available in the survey area of your virtual campus or by email.

Your opinion is essential to improve the quality of the course.

Many thanks for taking part.