



UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course: STRATEGIC MARKETING

Type: CORE COURSE

Degree: 2303 - MASTER DEGREE PROGRAMME IN BUSINESS STRATEGY AND MARKETING

Center:

Year: 1

Main language: Spanish

Use of additional languages:

Web site:

Code: 310073

ECTS credits: 6

Academic year: 2020-21

Group(s): 10 20 40 30 41

Duration: First semester

Second language: English

English Friendly: N

Bilingual: Y

Lecturer: MARIA ENCARNACION ANDRES MARTINEZ - Group(s): 10				
Building/Office	Department	Phone number	Email	Office hours
Facultad Ciencias Económicas y Empresariales/1.12	ADMINISTRACIÓN DE EMPRESAS	967599200 Ext. 2169	encarnacion.andres@uclm.es	
Lecturer: JUAN JOSE BLAZQUEZ RESINO - Group(s): 41				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Sociales y Tecnologías de la Información/Despacho 2.15	ADMINISTRACIÓN DE EMPRESAS	926051650	juan.blazquez@uclm.es	
Lecturer: MARIA CORDENTE RODRIGUEZ - Group(s): 30 41				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Sociales Cuenca/Despacho 3.01	ADMINISTRACIÓN DE EMPRESAS	969179100	maria.cordente@uclm.es	
Lecturer: LETICIA DEL POZO RUIZ - Group(s): 10				
Building/Office	Department	Phone number	Email	Office hours
1.12	ADMINISTRACIÓN DE EMPRESAS	2170	Leticia.Pozo@uclm.es	
Lecturer: JUAN ANTONIO GARCIA MARTIN - Group(s): 40				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Sociales y Tecnologías de la Información/Despacho 2.3	ADMINISTRACIÓN DE EMPRESAS	926051651	juan.garcia@uclm.es	
Lecturer: MIGUEL ANGEL GOMEZ BORJA - Group(s): 10				
Building/Office	Department	Phone number	Email	Office hours
D 1.13	ADMINISTRACIÓN DE EMPRESAS	2309	miguelangel.gborja@uclm.es	
Lecturer: DAVID MARTIN-CONSUEGRA NAVARRO - Group(s): 20				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Derecho y Ciencias Sociales. Módulo E. D 1.06	ADMINISTRACIÓN DE EMPRESAS	902204100 Ext.3545	david.martin@uclm.es	
Lecturer: ANGEL MILLAN CAMPOS - Group(s): 20 40				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Derecho y Ciencias Sociales. Módulo E. D 1.03	ADMINISTRACIÓN DE EMPRESAS	902204100 Ext.3597	angel.millan@uclm.es	

2. Pre-Requisites

It is recommended that the student has completed university studies related to Business Management.

For students in the English course (group) it is advisable to accredit an intermediate level (B2) in this language.

3. Justification in the curriculum, relation to other subjects and to the profession

- To meet training needs in Economy, Business Management, Human Resources and Marketing.
- Specialization in Economy and Business degrees.
- Adaptation to European Higher Education Area.
- Higher Education degrees/plans related to Business, Strategic Management and Marketing.

- Reports from profesional associations.
- Other universities Study Programmes/Curriculum.

4. Degree competences achieved in this course

Course competences

Code	Description
E01	Ability to understand the general management approach and how decisions taken influence the competitiveness of the company.
E02	Ability to understand the strategic management system of the company, with particular attention to the interrelationship between decisions corresponding to the levels of corporate and competitive analysis.
E03	Ability to study the implications for the company's general management of acting in a global, intercultural and dynamic environment.
E05	Ability to consider external and internal approaches to business competitiveness, balancing the factors of adaptation of the company to its environment and of internal organisational integration.
E13	Ability to understand the concepts, processes and tools of strategic planning in marketing.
E14	Ability to understand the integration of the main marketing decisions in the company's strategy.
E15	Ability to determine the business conditions faced by a company in specific sectors, such as industry or services.
E16	Ability to identify the decisions that a company must make in the marketing strategy to adapt to different conditions in industry or service sectors.
G01	Capacity for analysis and synthesis of specialized literature in order to interpret it from a critical perspective.
G02	Oral communication skills in Spanish and English for the presentation of projects, as well as the defense of reports, communications to congresses and scientific meetings.
G03	Written communication skills in Spanish and English for the writing of projects, as well as the defense of reports, communications to congresses and scientific meetings.
G04	Ability to use information and communication technologies (ICT) for information search purposes, with special emphasis on the use of databases, electronic journals and statistical applications.
G05	Ability to work as a team in groups, and to cooperate in the implementation of projects, working papers, communications and scientific articles.
G07	Ability to understand the ethical responsibility and professional deontology of the activity of senior decision makers in the field of strategy, including aspects such as the recognition of human rights or gender issues
G08	Ability for continuous, self-directed and autonomous learning at project level.
G09	Ability to develop an innovative and creative attitude applied to the solution of strategic and research problems

5. Objectives or Learning Outcomes

Course learning outcomes

Description

- To adjust a marketing strategy to the general strategy of the company.
- To understand strategic marketing from a perspective of integration of the marketing function into the overall company strategy.
- To design changes in a marketing strategy to deal with changes in the company's general strategy.
- To determine the presence of universalistic, contingent or configurational relationships between the marketing strategy and the general strategy of the company.
- To identify contingencies to the marketing strategy coming from the participation of the company in specific sector environments.
- To select the optimal internal organization for the marketing function so it fulfills its strategic role.

Additional outcomes

6. Units / Contents

- Unit 1: Customer Relationship Management (CRM).**
- Unit 2: International Marketing**
- Unit 3: Market segmentation**
- Unit 4: Positioning**

7. Activities, Units/Modules and Methodology

Training Activity	Methodology	Related Competences (only degrees before RD 822/2021)	ECTS	Hours	As	Com	Description
Class Attendance (theory) [ON-SITE]	Lectures	E01 E02 E03 E05 E13 E14 E15 E16 G07 G09	0.5	12.5	N	-	
Workshops or seminars [ON-SITE]	Case Studies	E13 E14 E15 E16 G01 G02 G05 G09	1	25	N	-	
Workshops or seminars [ON-SITE]	Competitive Games	E13 E14 E15 E16 G02 G05 G09	0.15	3.75	N	-	
Individual tutoring sessions [ON-SITE]	Online Forums	E13 E14 E15 E16 G02 G04	0.15	3.75	N	-	
Progress test [ON-SITE]	Assessment tests	E13 E14 E15 E16 G01 G02 G03 G05	0.2	5	Y	Y	
Writing of reports or projects [OFF-SITE]	Case Studies	E01 E02 E03 E05 E13 E14 E15 E16 G01 G02 G03 G05 G07 G08 G09	2	50	Y	N	
Study and Exam Preparation [OFF-SITE]	Self-study	E13 E14 E15 E16 G03 G05	1	25	N	-	
Analysis of articles and reviews [OFF-SITE]	Reading and Analysis of Reviews and Articles	E01 E02 E03 E05 G01 G07 G08 G09	1	25	N	-	

Total credits of in-class work: 2	6	150	Total class time hours: 50
Total credits of out of class work: 4			Total hours of out of class work: 100

As: Assessable training activity

Com: Training activity of compulsory overcoming (It will be essential to overcome both continuous and non-continuous assessment).

8. Evaluation criteria and Grading System			
Evaluation System	Continuous assessment	Non-continuous evaluation*	Description
Final test	40.00%	100.00%	Theoretical and practical exam
Assessment of problem solving and/or case studies	60.00%	0.00%	Problem solving and cases studies
Total:	100.00%	100.00%	

According to art. 4 of the UCLM Student Evaluation Regulations, it must be provided to students who cannot regularly attend face-to-face training activities the passing of the subject, having the right (art. 12.2) to be globally graded, in 2 annual calls per subject, an ordinary and an extraordinary one (evaluating 100% of the competences).

Evaluation criteria for the final exam:

Continuous assessment:

Theoretical and practical exam related to the contents (theory and practice cases) learned during the course.

Problem solving and practice cases will be evaluated according to the following criteria: analytical skills, application of concepts learned, synthesis capacity, writing and presentation. In addition, active involvement and participation during lecture class will be considered.

The qualification of the course will be formed 50% by evaluations obtained according to integral evaluation systems (S05 and S07), and the remaining 50% by evaluations based on individual evaluation systems (S01 and S02).

To obtain the qualification of problems and case studies the student must get at minimum 40% (4 over 10) in the qualification of the final test.

Non-continuous evaluation:

The performance of the different evaluable activities/works will be facilitated to the student who cannot benefit from the continuous evaluation/assessment system.

Specifications for the resit/retake exam:

The student will be evaluated of all competences associated to the different formative activities by means of a final exam whose structure and composition will be communicated in advance by professor.

Specifications for the second resit / retake exam:

Theoretical and practical exam.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Unit 1 (de 4): Customer Relationship Management (CRM).	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Workshops or seminars [PRESENCIAL][Case Studies]	2.5
Unit 2 (de 4): International Marketing	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Workshops or seminars [PRESENCIAL][Case Studies]	2.5
Unit 3 (de 4): Market segmentation	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Workshops or seminars [PRESENCIAL][Case Studies]	2.5
Unit 4 (de 4): Positioning	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Workshops or seminars [PRESENCIAL][Case Studies]	2.5
Global activity	
Activities	hours
Workshops or seminars [PRESENCIAL][Case Studies]	10
Class Attendance (theory) [PRESENCIAL][Lectures]	20
Total horas: 30	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	Citv	ISBN	Year	Description
Cateora, P.R.; Gilly, M.C. and Graham, J.	International Marketing	McGraw-Hill/Irwin	Nueva York	9780073529943	2011	
Chernev, A.	Strategic Marketing Management	Pearson	New York	978-1936572199	2014	
Gummenson, E.	Total Relationship Marketing	Butterworth-Heinemann	Oxford	0750654074	2008	
			Nueva			

Keegan, W.J. and Green, M.C.	Global Marketing	Prentice-Hall	York	9780132719155	2012
McDonald, M. and Dunbar, I.	Market Segmentation	Butterworth-Heinemann	Oxford	9780750659819	2004
Ries, A. and Rivkin, S.	Repositioning http://www.troutandpartners.com/	McGraw-Hill	Nueva York	9780071635592	2010
Kotler, P. and Armstrong, G.	Principles of Marketing	Pearson	New York	978-1-292-22017-8	2018