



UNIVERSIDAD DE CASTILLA - LA MANCHA

GUÍA DOCENTE

1. General information

Course: MARKETING STRATEGIES IN SPECIFIC CONTEXTS

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: 310074

ECTS credits: 6

Academic year: 2023-24

Group(s): 10 20 40 30 41

Duration: First semester

Second language: English

English Friendly: Y

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): 20 40				
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	Tutorials by e-mail request
Lecturer: ESTRELLA DIAZ SANCHEZ - Group(s): 20 40				
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Facultad de Derecho y Ciencias Sociales	ADMINISTRACIÓN DE EMPRESAS	926295392	estrella.diaz@uclm.es	Tutorials by e-mail request
Lecturer: MARIA DEL MAR GOMEZ RICO - Group(s): 20 40 41				
Building/Office	Department	Phone number	Email	Office hours
Facultad de CC. Jurídicas y Sociales D. 2.06	ADMINISTRACIÓN DE EMPRESAS	925268800 Ext. 5176	mariamar.gomez@uclm.es	Tutorials by e-mail request
Lecturer: MARIA DEL PILAR MARTINEZ RUIZ - Group(s): 10 41				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Económicas y Empresariales	ADMINISTRACIÓN DE EMPRESAS	926053472	mariapilar.martinez@uclm.es	Tutorials by e-mail request
Lecturer: JUAN ANTONIO MONDEJAR JIMENEZ - Group(s): 30 41				
Building/Office	Department	Phone number	Email	Office hours
Facultad de Ciencias Sociales de Cuenca (Edificio Cardenal Gil de Albornoz) Despacho 3.3	ADMINISTRACIÓN DE EMPRESAS	926053893	juanantonio.mondejar@uclm.es	Tuesdays and Wednesdays from 9:00 a.m. to 12:00 p.m.

2. Pre-Requisites

- Graduates in the degrees of Business Administration, Economics, Labour Relations and Human Resources, and related degrees.
- Basic knowledge of economic and business aspects.
- Knowledge of foreign language, preferably English.
- It is recommended that the student has taken electives, itineraries or mentions related to the strategy of the company in their studies of Grade. For the University of Castilla-La Mancha it is recommended that you have completed the mention of Strategic Management and Marketing of the Degree in Business Administration and Management or the mention Human Resources Management of the Degree in Labour Relations and Resource Development Humans. For students in the group in English, a B2 level or equivalent in this language is required.

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

- To meet training needs in different areas of the Economy and Business Management: General Management, Human Resources and Marketing.
- Specialization of the graduates in Economics and Business Degrees.
- Adaptation of postgraduate courses to the structure of courses in the European Higher Education Area.
- Existence of Degree Study Plans closely connected to the curriculum of the University Master's Degree in Strategy and Marketing of the Company.
- External references: Libro Blanco del Grado en Economía y Empresa, Libro Blanco del Grado en Relaciones Laborales y Dirección de Recursos Humanos.
- Reports from Professional Associations and Colleges.
- Study plans of other universities.

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 select the optimal internal organization for the marketing function so it fulfills its strategic role.
- 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 adjust a marketing strategy to the general strategy of the company.

Additional outcomes

6. Units / Contents

Unit 1: Food Marketing

Unit 2: Tourism Marketing

Unit 3: Virtual Marketing

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	-	
Problem solving and/or case studies [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]	Other Methodologies	E13 E14 E15 E16 G02 G04	0.15	3.75	N	-	
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	-	
Progress test [ON-SITE]	Assessment tests	E13 E14 E15 E16 G01 G02 G03 G05	0.2	5	Y	Y	
Total:			6	150			
Total credits of in-class work: 2			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%	The grade obtained in the final test will be a maximum of 40% of the final grade of the course (4 points). The students who do not pass at least 40% of the total exam, will not be able to compensate with the class activity and will go directly to the implementation of the extraordinary call.
Self Evaluation and Co-evaluation	0.00%	0.00%	
Progress Tests	60.00%	0.00%	The qualification obtained in the resolution of cases and/or the carrying out of work and practical activities during the course will be 60% of the final grade of the course (6 points). These points will be added up whenever the exam grade is equal or higher than 4 out of 10.
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-practical examination related to the contents and concepts exposed, according to the theory and cases raised in the classes.
- The evaluation of the cases will be carried out according to the following criteria: capacity of analysis, application of the concepts learned, synthesis, writing and presentation. Regarding the evaluation, in case of illness or other special circumstances (extenuating norms) special circumstances (extenuating rules) see article 6 of the Student Evaluation Regulations of the University of Castilla-La Mancha.

Non-continuous evaluation:

The evaluation of the course consists of a final theoretical-practical exam that will include all the contents that allow to reach the competences of the subject. Regarding non-continuous evaluation, see section b of point 4.2. of the UCLM Student Regulations approved on May 23, 2022.

Specifications for the resit/retake exam:

It will be facilitated that students are tested for 100% of the competencies in a theoretical-practical examination.

Specifications for the second resit / retake exam:

Theoretical and practical examination.

9. Assignments, course calendar and important dates	
Not related to the syllabus/contents	
Hours	hours
Individual tutoring sessions [PRESENCIAL][Other Methodologies]	6.25
Writing of reports or projects [AUTÓNOMA][Case Studies]	60
Study and Exam Preparation [AUTÓNOMA][Self-study]	18.75
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	18.75
Progress test [PRESENCIAL][Assessment tests]	6.25
Unit 1 (de 3): Food Marketing	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	7.5
Problem solving and/or case studies [PRESENCIAL][Case Studies]	4
Workshops or seminars [PRESENCIAL][Competitive Games]	3.5
Unit 2 (de 3): Tourism Marketing	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	5
Problem solving and/or case studies [PRESENCIAL][Case Studies]	2.5
Workshops or seminars [PRESENCIAL][Competitive Games]	2.5
Unit 3 (de 3): Virtual Marketing	
Activities	Hours
Class Attendance (theory) [PRESENCIAL][Lectures]	7.5
Problem solving and/or case studies [PRESENCIAL][Case Studies]	4
Workshops or seminars [PRESENCIAL][Competitive Games]	3.5
Global activity	
Activities	hours
Class Attendance (theory) [PRESENCIAL][Lectures]	20
Problem solving and/or case studies [PRESENCIAL][Case Studies]	10.5
Workshops or seminars [PRESENCIAL][Competitive Games]	9.5
Individual tutoring sessions [PRESENCIAL][Other Methodologies]	6.25
Writing of reports or projects [AUTÓNOMA][Case Studies]	60
Study and Exam Preparation [AUTÓNOMA][Self-study]	18.75
Analysis of articles and reviews [AUTÓNOMA][Reading and Analysis of Reviews and Articles]	18.75
Progress test [PRESENCIAL][Assessment tests]	6.25
Total horas: 150	

10. Bibliography and Sources						
Author(s)	Title/Link	Publishing house	City	ISBN	Year	Description
	Fundamentos del plan de					

Hernández, C.	marketing en Internet	CEP		8468185620	2017
Selman, H.	Marketing digital	IBUKKU		1944278931	2017
Bradley, N.y Blythe, J.	Demarketing	Routledge	London		2013
Disfani, Mantrala, Izquierdo-Yusta y Martínez-Ruiz	The impact of retail store format on the satisfaction-loyalty				2017
Esteban, A. y Lorenzo, C.	Dirección comercial	Esic	Madrid	978-84-7356-953-8	2013
Esteban, A. y Mondéjar, J.A.	Fundamentos de marketing	Esic	Madrid	978-84-7356-891-3	2013
	Fundamentos de Marketing ESIC		Madrid	9788473568913	2013
Kotler, P. y otros	Marketing turístico	Pearson	Madrid	978-84-8322-740-4	2011
Rodríguez, I.	Marketing digital y comercio electrónico	Pirámide y Esic	Madrid	978-84-368-3250-1	2014
	http://www.edicionespiramide.es/libro.php?id=3904133				
Wamae, T.	Digital Marketing. Search and Social Media Marketing	GRIN Verlag		9783668605534	2018