



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: 2023-24

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 | It will be indicated at the beginning of the course |
| 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: 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 | First term: - Monday: from 09:00 to 10:00 and from 12:00 to 14:00 - Tuesday: from 10:00 to 13:00. Second term: - Monday: from 17:00 to 20:00 - Tuesday: from 15:00 to 17:00 and from 19:00 to 20:00. |
| 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 professional 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 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: 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: | | | 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 |
| Assessment of problem solving and/or case studies | 60.00% | 0.00% | Problem solving and cases studies |
| Final test | 40.00% | 100.00% | Theoretical and practical exam |
| 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 |
| Class Attendance (theory) [PRESENCIAL][Lectures] | 20 |
| Workshops or seminars [PRESENCIAL][Case Studies] | 10 |
| 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 | |
| Keegan, W.J. and Green, M.C. | Global Marketing | Prentice-Hall | Nueva York | 9780132719155 | 2012 | |
| McDonald, M. and Dunbar, I. | Market Segmentation | Butterworth- | Oxford | 9780750659819 | 2004 | |

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|------------------------------|---|--------------------------|---------------|-------------------|------|
| Ries, A. and Rivkin, S. | Repositioning | Heinemann McGraw-Hill | Nueva York | 9780071635592 | 2010 |
| | http://www.troutandpartners.com/ | | | | |
| Kotler, P. and Armstrong, G. | Principles of Marketing | Pearson | New York | 978-1-292-22017-8 | 2018 |