

1.- SUBJECT	
1.1.- TOPIC (AREA OF KNOWLEDGE)	General and strategic marketing
1.2.- NAME	Strategic marketing
2.- LECTURER	Jorge García Martín
3.- GENERAL DETAILS	
3.1.- TYPE	Basic (Branch Social and Legal Sciences)
3.2.- EXTENSION (credits)	6
3.3.- YEAR	Third
3.4.- SEMESTER	First
3.5.- LANGUAGE	English
4.- GENERAL COMPETENCIES	CG1 Being able to analyze and synthesize phenomena and situations.
	CG7 Being able to solve problems from creativity, looking for alternatives, valuing them and making decisions.
	CG12 Develop autonomy in learning and tasks, and responsibility in collective commitments.
5.- SPECIFIC COMPETENCIES	CE8 Understand and assimilate the principles and variables that condition consumer and social group behavior.
	CE9 Handle the different types of commercial or market research and be able to apply them and interpret the results for decision-making.
	CE15 Being able to develop strategies for market development.
6.- CONTENTS	<p>Introduction and frame: The single market and marketing</p> <ul style="list-style-type: none"> • UE: Where we come from • Advantages for consumers and brands • The EU as competitive factor in a global market • The EU: The best place to live?: Freedom and democracy <p>Topic 1: Strategic Marketing</p> <p>1.1.- The Strategy</p> <p>1.1.1.- The strategy and its evolution</p> <p>1.1.2.- Competitive advantage</p> <p>1.1.3.- Resources and capacities</p> <p>1.1.4.- Interest groups or stakeholders</p> <p>1.2.- The three strategic levels in the company</p> <p>1.3.- Strategic marketing and operational marketing</p> <p>Topic 2: Market, segmentation and strategic positioning</p> <p>2.1.- The product and its evolution</p> <p>2.2.- The reference market, relevant market and product market</p> <p>2.3.- Coverage strategies and redefinition of the reference market</p> <p>2.4.- Segmentation in markets</p> <p>2.5.- Selection of the target market</p> <p>2.5.1.- Evaluation of the segments and coverage strategies</p> <p>2.6.- Strategic positioning</p> <p>Topic 3: Analysis of competition and competitors</p> <p>3.1. Notion of competition and perspectives in its analysis</p> <p>3.1. Notion of competition and perspectives in its analysis</p> <p>3.1.1. Notion of expanded rivalry</p>

	<p>3.2. Determinants of degree of rivalry 3.3. Alternatives of behavior in front of the competitors</p> <p>Topic 4: Models for the strategic diagnosis of the product portfolio 4.1. Product portfolio 4.2. "Growth-Market Share" Matrix: Boston Consulting Group 4.2.1. Matrix development methodology 4.2.2. Strategic diagnosis of the product portfolio 4.2.3. Limitations 4.3. Matrix "market attractiveness-company competitiveness": McKinsey-GE 4.3.1. Matrix development methodology 4.3.2. Strategic diagnosis of the product portfolio 4.3.3. Limitations</p> <p>Topic 5: Growth strategies: management and development methods 5.1. The field of activity and the development of the company 5.2. Unique business or specialization company 5.3. Vertical integration 5.4. Diversification 5.5. Restructuring</p> <p>Topic 6: New product development strategies 6.1. Characterization and typologies of new products 6.2. Stages of development of a new product 6.2.1. Strategic orientation 6.2.2. Generation of ideas 6.2.3. Filtering ideas 6.2.4. Development and proof of concept 6.2.5. Product development and testing 6.3. Marketing</p> <p>Topic 7: Differentiation strategies through the brand 7.1. Strategies for obtaining a competitive advantage 7.1.1. Low cost strategies 7.1.2. Differentiation strategies 7.2. Brand capital 7.3. Brand decisions</p> <p>Topic 8: Competitive strategies 8.2. Leader, challenger, follower and specialist strategy 8.2.1. Leader strategy 8.2.2. Challenging strategy 8.2.3. Follower strategy 8.2.4. Specialist strategy</p> <p>Topic 9: Divestment strategies in the market 9.1. Divestment Business Alternatives 9.2. Elimination strategies 9.3. Harvest strategy 9.4. Sustainment strategy</p> <p>Reading: Akerlof G. & Shiller, R, (2016) <i>Phishing for Phools: The Economics of Manipulation and Deception</i>. Princeton: University Press</p>
<p>7. METHODOLOGY</p>	<ul style="list-style-type: none"> • Theoretical and practical explanation of each of the topics that make up the program. • Inclusion in Dida of theoretical notes, videos, articles related to each topic, films (references), exercises and practical cases for further discussion. • Seminars on practical cases in teams. • Use of the Dida computing platform.

8.- LEARNING OUTCOMES	- Know how to carry out a Boston Consulting Group Matrix for an organization.		
	- Be accustomed to creating strategic goals.		
	- Practice in determining a company's market position and market segmentation.		
9.- EVALUATION CRITERIA	Criteria	Competencies	Value (%)
	Continuous assessment: Resolution of practical cases in teams, seminars and critical and individual analysis of a reading proposed by the teacher	CG1; CG12; CE8; CE9; CE15	30%
	Final written exam	CG1; CG7; CE8; CE9; CE15	60%
	Attitude and participation	CG1; CG7; CG12; CE8; CE9	10%
	General comments		
	- To pass the course it will be a sine qua non condition to pass the final written test.		
	The final grade will be the result of the sum obtained between the continuous evaluation (30%), attitudinal (10%) and the final test (60%)		
	Comments on resits		
	The evaluation criteria are as follows:		
	<p>a) Those students who have only suspended the continuous evaluation must pass only the works corresponding to this evaluation, keeping their mark of the final test. The final grade will be the result of the sum obtained between the continuous evaluation (30%), attitudinal (10%) and the final test (60%).</p> <p>b) Those students who have only suspended the final test, must repeat this test, keeping their mark of the continuous evaluation. The final grade will be the result of the sum obtained between the continuous evaluation (30%), attitudinal (10%) and the final test (60%)</p> <p>c) Those who have suspended both the final test and the continuous evaluation must be applied in both areas. The final grade will be the result of the sum obtained between the continuous evaluation (30%), attitudinal (10%) and the final test (60%)</p>		
Comments on students from previous years			
According to the part that the student has suspended: Two individual and tutored practical works with a value of 50% and / or a final written test with a value of 50% that must be passed to pass the subject.			
10.- BIBLIOGRAPHY	<p>Best, R., (2008): <i>Marketing estratégico</i>, Pearson-Prentice Hall</p> <p>Chernev, A. (2011) <i>Strategic Marketing Management</i>, Kellogg School of Management, Northwestern University</p> <p>Kotler, P., (1999) <i>Kotler on marketing : How to create, win, and dominate markets</i>, Free Press</p> <p>Kotler, P., Lane, K. (2012): <i>Dirección de marketing</i>, Addison Wesley.</p> <p>Kotler, P., (2021). <i>Marketing 5.0</i>, Madrid: Almuzara</p> <p>Lambin, J. J., (2003): <i>Marketing estratégico</i>, ESIC Editorial.</p> <p>Liberos, E. et al. (2013). <i>El libro del Marketing Interactivo y la Publicidad Digital</i>. ESIC Editorial.</p> <p>Liberos, E., Ahumanda, S. y Sánchez, M., (2024). <i>Inteligencia artificial para el marketing</i>, Madrid: ESIC</p> <p>Marín, C. y Pérez, C. (2007): <i>Fundamentos de marketing estratégico</i>, Delta publicaciones.</p> <p>Munuera, J. L. y Rodríguez, A. I., (2009): <i>Casos de marketing estratégico en las organizaciones</i>, ESIC Editorial.</p> <p>Munuera, J. L. y Rodríguez, A. I., (2012) <i>Estrategias de Marketing</i>, ESIC Editorial.</p>		

	<p>Ries, A. & Trout, J., (2001) <i>Positioning: The Battle for Your Mind</i>, McGraw-Hill</p> <p>Sánchez Herrera, J., (2010): <i>Estrategia y planificación en marketing</i>, Ediciones Pirámide.</p> <p>Sánchez Pérez, M. (coord.), (2006): <i>Casos de marketing y estrategia</i>, Editorial UOC.</p>							
11.- EVALUATION CRITERIA SCHEDULE	Criteria	Sep.	Oct.	Nov.	Dec.	Jan.	Total	
	Assignment: Product development. To create and develop a service or product up to the "concept test" stage.		5%	5%	5%		15%	
	Assignment: analysis of the profitability of a product portfolio		5%	5%	5%		15%	
	Final written test					60%	60%	
	Attitude and proactivity	10 %						10%
	Total							100%