



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	CG1 Being able to analyze and synthesize phenomena and situations.				
COMPETENCIES	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.				
COMI LI LINCILO	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	 Introduction and frame: The single market and marketing 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 				
	 Topic 1: Strategic Marketing 1.1 The Strategy 1.1 The strategy and its evolution 1.1.2 Competitive advantage 1.3 Resources and capacities 1.4 Interest groups or stakeholders 1.2 The three strategic levels in the company 1.3 Strategic marketing and operational marketing Topic 2: Market, segmentation and strategic positioning 2.1 The product and its evolution 2.2 The reference market, relevant market and product market 2.3 Coverage strategies and redefinition of the reference market 2.4 Segmentation in markets 2.5 Selection of the target market 2.5 Selection of the segments and coverage strategies 2.6 Strategic positioning Topic 3: Analysis of competition and perspectives in its analysis 3.1. Notion of competition and perspectives in its analysis 3.1.1. Notion of expanded rivalry 				

	2.2 Determinente ef demos ef instance					
	3.2. Determinants of degree of rivalry3.3. Alternatives of behavior in front of the competitors					
	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					
	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					
	5.3. Vertical integration 5.4. Diversification					
	5.5. Restructuring					
	Topic 6: New product development strategies					
	6.1. Characterization and typologies of new products6.2. 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					
	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					
	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					
	0.2.4. Specialist sualegy					
	Topic 9: Divestment strategies in the market					
	9.1. Divestment Business Alternatives					
	9.2. Elimination strategies 9.3. Harvest strategy					
	9.4. Sustainment strategy					
	Destine					
	Reading: Akerlof G. & Shiller, R, (2016) Phishing for Phools: The Economics of					
	Manipulation and Deception. Princeton: University Press					
7. METHODOLOGY	• 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.					

OUTCOMES - Be accustomed to creating strategic goals. - Peatice in determining a company's market position and marke segmentation. CRITERIA Criteria Competencies (%) 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 60%, Attitude and participation CG1; CG7; CG12; CE8; CE9; CE15 60%, Attitude and participation CG1; CG7; CG12; CE8; CE9; CE15 60%, Attitude and participation -To pass the course if 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 (10%) and the final test (60%). Comments or resits The evaluation criteria are as follows: 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%). b) Those students who have only suspended the final test, must repeat will be the result of the continuous evaluation (30%), attitudinal (10%) and the final test (60%). 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%). c) Those who have suspended	8 LEARNING	- Know how to carry out a Boston Consu	lting Group Matrix for an orga	nization.					
- Be accustomed to creating strategic goals. - Practice in determining a company's market position and marke segmentation. CRITERIA Citteria Competencies Value Continuous assessment: Resolution of practical cases in teams, seminars and citical and individual analysis of a reading proposed by the teacher Col1; CG7; CE8; CE9; CE15 30% Pinal written exam CG1; CG7; CG12; CE8; CE9; CE15 60% Attitude and participation CG1; CG7; CG12; CE8; CE9; CE15 60% Comments - 10% Comments - To pass the course it will be a sine qua non condition to pass the final written test. The final written exam CG1; CG7; CG12; CE8; CE9; CE15 60% Comments on resits - The evaluation criteria are as follows: a) 10% Comments on resits The evaluation criteria are as follows: a) 10% bave only suspended the continuous evaluation must pass only the works corresponding to this evaluation, keeping their mark of the continuous evaluation (30%), attitudinal (10%) and 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 students the suspended the the nesult of the sum obtained between the continuous evaluation (30%), attitudinal (10%) and the final test (60%) 0) Those who have suspended bethe final test, must repeat this te									
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	 Ries, A. & Trout, J., (2001) <i>Positioning: The Battle for Your Mind</i>, McGraw-Hill Sánchez Herrera, J., (2010): <i>Estrategia y planificación en marketing</i>, Ediciones Pirámide. Sánchez Pérez, M. (coord.), (2006): <i>Casos de marketing y estrategia</i>, Editorial UOC. 						
11 EVALUATION	Criteria	Sep.	Oct.	Nov.	Dec.	Jan.	Total
CRITERIA SCHEDULE	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%