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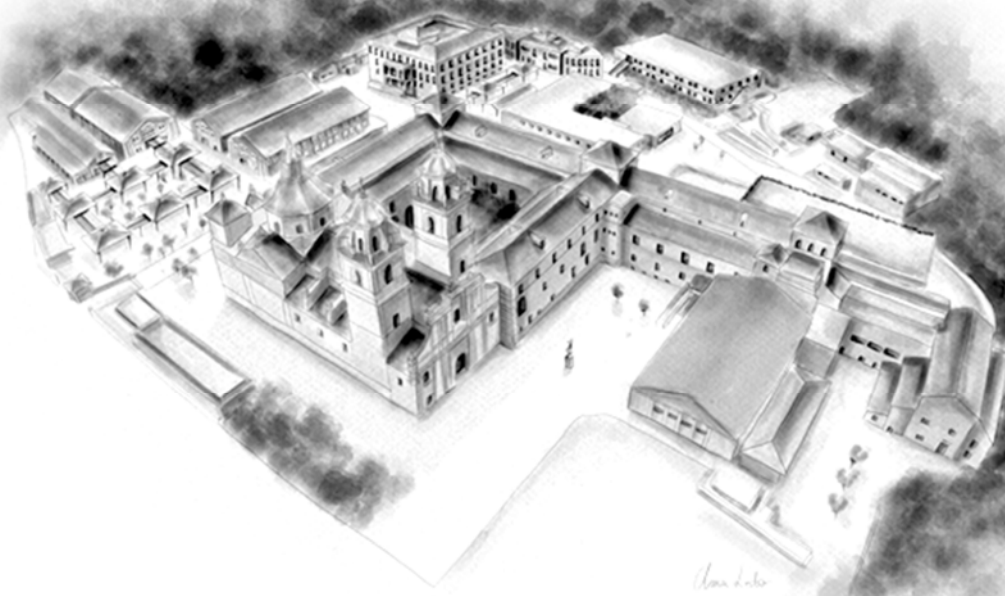
*20 años*  
*de educación,*  
*amor y servicio*

# Course Description 2017/2018

## Marketing Strategies

Master in Business Administration (MBA)

On-Campus Learning



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## Marketing Strategies

# Marketing Strategies

Module: **Specialization Module**

Subject: **Marketing Strategies**

Type: **Optional**

ECTS Credits: **15 ECTS**

Semester: **Second**

Teacher-in-charge: **María Concepción Parra & Pilar Flores**

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Office hours (students): **Fridays 17:00 - 18:00**

Module coordinator: **María Concepción Parra y Pilar Flores**

## Brief Description

The subject introduces the pupil in the fundamental concepts of the Marketing management, with special attention to the market and the competence from a modern conception of orientation to the client. Later, there will be approached the diverse existing instruments of marketing such as the product, the price, the distribution and the communication. Finally, the pupil is guided in the production of the marketing plan.

## Prerequisites

To take this specific module adequately, the students are required to have acquired the skills assigned to the obligatory common module.

## Goals

1. Knowing the tasks assigned to the marketing department.
2. Understanding the marketing tools: the product, price, communication and distribution.
3. Knowing the techniques for customer loyalty.
4. Knowing how to use the technological tools in the marketing field.
5. Knowing how to develop a marketing plan.
6. Knowing the methods of commercial investigation.

## Skills and learning results

### Transversal skills

T1: Ability to analyse and synthesise.

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T2: Ability to organise and plan.

MCER5: Understanding the main points from clear texts written in standard language if they deal with familiar issues, whether from working, studying or relaxing situations.

MCER7: Producing simple and coherent texts dealing with familiar topics or bringing about a personal interest.

MCER8: Being able to describe experiences, events, wishes and aspirations as well as briefly justifying your opinions or to explain your plans.

### Specific skills

E4: Being able to apply the gained knowledge to the business reality.

E5: Understanding the organisations' marketing culture and the consumer's behaviour and draw up marketing plans.

E6: Knowing the specific procedures to understand and use the Marketing Mix elements.

E7: Being able to look for and systematize information from different sources, interpret the obtained results and make commercial reports.

E8: Solving economic and business problems by applying concepts, properties, norms, techniques and adapted methods to the corresponding functional area.

### Learning results

LR: Understanding, thinking and synthesising contents of the socio-economic and legal framework.

LR: Managing and organising accounting and financial information gained during the learning process.

LR: Analysing and synthesising the key questions of a text related to everyday life or the field of study.

LR: Writing about personal and professional issues.

LR: Being able to communicate, both orally and written, situations that include reflected opinions, affective dimension and purposes.

LR: Determining the company's competitive positioning in the global environment.

LR: Knowing and applying the tools for differentiation and segmentation in making commercial decisions.

LR: Knowing how to develop a marketing plan.

LR: Being able to deepen the knowledge on the consumers' needs and expectations.

LR: Knowing how to use the tools for customer loyalty.

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LR: Being able to manage a product portfolio.

LR: Knowing how to apply the techniques and strategies for price setting.

LR: Making decisions regarding distribution policies.

LR: Knowing how to design communication strategies.

LR: Being able to select primary and secondary information sources.

LR: Knowing how to use the methods and techniques for commercial investigation.

LR: Interpreting the results of the market investigation.

LR: Understanding and applying knowledge through abilities of solving new or little-known problems in the marketing area within multidisciplinary contexts.

## Methodology

Methodology	Hours	In-class studying hours	Off-class studying hours
In-class course	60	105 hours (28 %)	
Tutoring	23		
In-class evaluation	22		
Personal study	121,5	270 hours (72 %)	
Recommended Reading and information search	27		
Problem solving, case studying and project assignment	81		
Debate and lecture preparation	40,5		
<b>TOTAL</b>	<b>375</b>	<b>105</b>	<b>270</b>

## Syllabus

1. The product
  - 1.1.- Types
  - 1.2.- Life cycle of the product
  - 1.3.- Development of new products
  - 1.4.- Innovation
2. The price
  - 2.1.- Concept
  - 2.2.- Determinants of the price setting
  - 2.3.- Strategies of the price setting
3. -The distribution
  - 3.1.- Concept
  - 3.2.- Functions of the intermediation
  - 3.3.- Channels
  - 3.4.- Merchandising
4. The communication

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- 4.1.- Processes of commercial communication
- 4.2.- Communication tools
- 4.3.- Advertisements and public relations
- 4.4.- Personal sales
- 4.5.- Direct marketing
- 5. Commercial investigation
  - 5.1.- Sources
  - 5.2.- Qualitative investigation
  - 5.3.- Quantitative investigation
- 6. Strategies for customer loyalty
  - 6.1.- Loyalty campaign
  - 6.2.- Techniques and tools
  - 6.3.-CRM
- 7. ICT in marketing
- 8. The marketing plan
- 9. Creation of companies and marketing strategies

## Relation to other subjects

This subject is related to all the mandatory subjects of the curriculum, especially to Marketing and Commercial Management.

## Evaluation system

February/June exams:

The continuous evaluation will include all the activities carried out by the student as well as their in-class participation.

The final mark's percentage will be the following:

### 1. In-class presentation of a solved case study or a theoretical project (80%)

- **Development:** By the end of the term, the student shall carry out, individually or in group, an in-class presentation of a case study or a theoretical project.

### 2. The student in-class participation will be assessed with 20% of the course's total mark.

**Development:** The student's participation in the various training activities that are part of the course will be evaluated through the handing over and correction of exercises, projects, case studies and problems, carried out individually or in group, the public defense of some of these projects and the participation to debates in forums.

September exams:

Same evaluation as the previous exam period.

## References

- Parra Meroño, M.C. y Beltrán Bueno, M.A.(2011). Marketing y Dirección Comercial. UCAM, Murcia.
- Barquero, J.D., Marketing de los clientes, McGraw-Hill, Madrid 2007.
- Cutropía Fernández, C., (2005). Plan de marketing paso a paso, Esic, Madrid.
- De Juan Vigaray, M. D., (2004). Comercialización y retailing, Pearson-Prentice Hall, Madrid.
- Ferrell, O. C. y Hartline, M. D., (2006). Estrategia de marketing, Thomson-Paraninfo, Madrid.
- Kotler, P. y Lane, K. (2006). Dirección de marketing., Pearson-Prentice Hall, Madrid.
- Munuera Alemán, J. L. (2010). Casos de éxito de las empresas murcianas., Esic, Madrid.
- Munuera Alemán, J. L. y Rodríguez, A. I. (2012). Estrategias de marketing: un enfoque basado en el proceso de dirección. Esic, Madrid.
- Ruiz De Maya, S., Grande Esteban, I., (2006). Comportamientos de compra del consumidor, 29 casos reales, Esic, Madrid.
- Sainz de Vicuña Ancín, J.M. (2007). El plan de marketing en la práctica, Esic, Madrid.
- Santasmases Mestre, M., (2012). Marketing, conceptos y estrategias, Pirámide, Madrid.

## Related Webs

[www.marketingdirecto.com](http://www.marketingdirecto.com)

[www.fecemd.org](http://www.fecemd.org)

[www.dircom.org](http://www.dircom.org)

[www.aui.es](http://www.aui.es)

[www.acrwebsite.org](http://www.acrwebsite.org)

[www.ama.org](http://www.ama.org)

[www.afe.es](http://www.afe.es)

[www.aimc.es](http://www.aimc.es)

[www.agep.es](http://www.agep.es)

[www.agemdi.org](http://www.agemdi.org)

[www.aedemo.es](http://www.aedemo.es)

[www.aece.org](http://www.aece.org)



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[www.aeap.es](http://www.aeap.es)

[www.anunciantes.com](http://www.anunciantes.com)

[www.adecec.com](http://www.adecec.com)

[www.ams-web.org](http://www.ams-web.org)

[www.agenciasdemedios.com](http://www.agenciasdemedios.com)

[www.aap.es](http://www.aap.es)

[www.interbrand.com/](http://www.interbrand.com/)

[www.aemark.es](http://www.aemark.es)

## Recommendations for the study

It is fundamental for a proper course fulfilment to carry out the activities, study individually on a daily basis and solve the suggested case studies, as well as solving any question you might have while studying.

## Teaching materials

A PC with Internet connection and office software programs (word processor, spreadsheet, presentation, etc.) for personal studies is necessary. It is also recommended for students to use storage devices (such as memory sticks, CDs or DVDs) to speed up the exchange and storage of Power Point presentations, exercises, case studies, etc., data.