



Strategic marketing
management
Master in Business
Administration (MBA)
2021/2022



UNIVERSIDAD
NEBRIJA

TEACHING GUIDE

Subject: Strategic marketing management

Title: Master in Business Administration (MBA)

Academic Course: 2021-2022

Character: Obligatory

Language: Spanish/English

Modality: Face-to-face/Blended/Distance

Credits: 6 ECTS

Semester: 1º

Teachers/Teaching Team: Profª. Mrs. Rebeca Antolín Prieto PhD / Profª. Mrs. Marina Mattera PhD / Prof. Mr. César Augusto Lajud Desentis

1. COMPETENCES AND LEARNING OUTCOMES

1.1. Competences

Basic Skills

CB7. That students know how to apply the knowledge acquired and their ability to solve problems in new or little-known environments within broader (or multidisciplinary) contexts related to their area of study.

CB8. That students are able to integrate knowledge and face the complexity of formulating judgments based on information that, being incomplete or limited, includes reflections on the social and ethical responsibilities linked to the application of their knowledge and judgments.

CB9. That students know how to communicate their conclusions and the knowledge and ultimate reasons that support them to specialized and non-specialized audiences in a clear and unambiguous way.

CB10. That students possess the learning skills that allow them to continue studying in a way that will be largely self-directed or autonomous.

General Skills

CG3. The student must master business information analysis techniques.

CG5. The student must be able to communicate, in a business environment, correctly both orally and in writing, using the most current technology.

CG10. The student must be able to add value to the company through their creativity and participation.

Specific Skills

CE4. Analyze the strategic situation of a company and its product or service, and make decisions for the implementation of the marketing strategy embodied in a marketing plan.

CE11. Determine the viability of a business idea from the in-depth study of all aspects related to the opportunity (human, financial, economic, environment, etc.).

1.2. Learning Outcomes

- Understand the strategic marketing process, from the analysis of the entity's positioning to the setting and monitoring of objectives.
- Know and understand the theoretical and practical methodology to develop and present a marketing plan, with an international focus, as well as its execution and control.
- Understand the strategic alternatives and rivalry, strategic positioning, strategic reorientation, diversification and integration, strategic product direction, strategic distribution direction, strategic communication direction and methodology to implement a Marketing plan.
- Understand the formulation of the marketing strategy, the design of the marketing plan for it, and its implementation, evaluation and control.

2. CONTENTS

2.1. Previous requirements

None.

2.2. Description of the contents

- The Strategic marketing management process, from the analysis of the positioning of the entity to the setting and monitoring of objectives.
- Theoretical and practical methodology to develop and present a marketing plan, with an international approach, as well as in its execution and control.
- Strategic alternatives and rivalry, strategic positioning, strategic reorientation, diversification and integration, strategic product management, strategic direction of distribution, strategic direction of communication and methodology to implement a marketing plan
- Formulation of marketing strategy: Learn how to design our marketing strategy to face a market and a constantly changing environment. Therefore, it is necessary to carry out a deep market research and a consumer analysis that allows us to clearly define what our value offer is, what customers we are targeting and how to deal with the competition taking into account the capabilities of our organization.
- Marketing plan design: Analyze how we can design the different policies that will compose our marketing plan, according to the strategy we have formulated, working the different elements of that one: product, price, communication, promotions, sales force, distribution and loyalty.
- Implementation, evaluation and control of the marketing plan: To know how to implement the commercial policies we have defined and, in addition, we will adjust them according to the needs, without losing sight of the marketing strategy that configured them. We will learn to optimize the work of our teams, so that they control the marketing plan, evaluate their results and are able to provide suggestions that help the company grow and achieve success in the commercial strategy.

2.3. Teaching methodologies

During the course, activities, practices, reports or projects may be developed in which students show examples of application of the methods and techniques developed in the subject.

2.4. Formation Activity:

Formation Activity		
Modality Face-to-face:		
Formation Activity	Hours	Percentage of presence AF
AF1	35	100%
AF2	10	100%
AF3	10	25%
AF4	65	0%
AF5	20	0%
AF6	10	100%
Modality Blended:		
Formation Activity	Hours	Percentage of presence AF
AF1	35	0%
AF2	10	0%
AF3	30	25%
AF4	55	0%
AF5	10	0%
AF6	10	50%
Modality Distance:		
Formation Activity	Hours	Percentage of presence AF
AF1	35	0%
AF2	20	0%
AF3	20	0%
AF4	45	0%
AF5	20	0%
AF6	10	20%

Teaching methodologies:

Modality Face-to-face: MD1; MD2; MD3; MD4

Modality Blended: MD1; MD2; MD3; MD4

Modality Distance: MD1; MD2; MD3; MD4

TEACHING METHODOLOGIES OF THE PROPOSED TITLE	
Code	Teaching Methodologies
MD1	Case Method
MD2	Cooperative Learning
MD3	Problem Based Learning (PBL)
MD4	Master class

3. EVALUATION SYSTEM

3.1. Grading system

The final grading system will be expressed numerically as follows:

- 0 - 4.9 Fail (SS)
- 5.0 - 6.9 Pass (AP)
- 7.0 - 8.9 Notable (NT)
- 9.0 - 10 Excellent (SB)

The mention of "academic honors" may be awarded to students who have obtained a grade equal to or greater than 9.0.

3.2. Evaluation criteria

Code	Evaluation System	Description
SE1	Development in individual work	Student performance in individual work in solving exercises or cases
SE2	Development in group work	Student performance in group work in solving exercises or cases
SE3	Final face-to-face test/exam	Face-to-face final test/exam

Modality Face-to-face:

To successfully pass any subject / subject, the student must pass the final exam in person. That is, in the final exam, a grade equal to or greater than 5 on a scale of 0-10 must be achieved, with 0 being the minimum grade and 10 the maximum.

Ordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	25	25
SE2	25	25
SE3	50	50

Extraordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	50	50
SE2	0	0
SE3	50	50

Modality Blended:

Ordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	35	35
SE2	15	15
SE3	50	50

Extraordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	50	50
SE2	0	0
SE3	50	50

Modality Distance:

Ordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	40	40
SE2	10	10
SE3	50	50

Extraordinary Call

Evaluation System	Minimum weight %	Maximum weight máxima %
SE1	50	50
SE2	0	0
SE3	50	50

In any case, passing any subject, without exception, for the three modalities is subject to passing the corresponding final face-to-face test/exams.

3.3. Restrictions

Minimum qualification

To successfully pass any subject, the student must pass the final exam in person. That is, in the final exam/test, a grade equal to or greater than 5 on a scale of 0-10 must be achieved, with 0 being the minimum grade and 10 the maximum.

Assistance

The student who, unjustifiably, fails to attend more than 25% of the face-to-face classes may be deprived of the right to take the exam in the ordinary call.

Writing rules

Special attention will be paid in the written assignments, practices and projects, as well as in the exams/test both the presentation and the content, taking care of the grammatical and spelling aspects. Failure to comply with the acceptable minimums may result in points being deducted in said work.

3.4. Plagiarism warning

The Antonio de Nebrija University does not tolerate plagiarism or copying under any circumstances. Plagiarism is considered the reproduction of paragraphs from texts of authorship different from that of the student (Internet, books, articles, work of colleagues ...), when the original source from which they come is not cited. The use of quotes cannot be indiscriminate. Plagiarism is a crime.

If this type of practice is detected, it will be considered a Serious Misconduct and the sanction provided for in the Student Regulations may be applied.

4. BIBLIOGRAFY

Basic Bibliografy

- Kotler, P., Lane, K., Cámara, D. y A. Mollá (2006). Dirección de Marketing. Madrid, Prentice Hall.
- Lambin, J. J. (2003): Marketing Estratégico. Madrid: ESIC Editorial.
- Sáinz de Vicuña, J. M. (2014). In ESIC (Ed.), El plan de marketing en la práctica. Madrid: ESIC Editorial

Recommended Bibliografy

- Aguado, C.: La Moderna Dirección del Marketing Global en Empresas. Organización / Planeación. Ed. Roble. Madrid, 2015.
- Aguado, C. y Cobo, F.: El Marketing en la Empresa. Ed. Roble. Madrid, 2013.
- Aparicio, M.T. y Belaña, FJ (2011) Psicología de la Motivación. Madrid: Sanz y Torres
- Ayttestaran, R.: Fundamentos del Marketing Integrado. Ed. Prometeo. Madrid, 2012
- Ayttestaran, R.; Cobo, F.; Rancel, C. y Sebastián, R.: Planificación Estratégica y Gestión de la Publicidad. Ed. Esic. Madrid, 2012
- Bayón, F. y Martín, I. (2004) Operaciones y procesos de producción en el sector turístico. Madrid: Síntesis.
- Clearly, T.: Sun Tzu: El arte de la guerra. Ed. Edaf. Madrid, 2003.
- Cobo, Herbé y Aparicio (2009). El sistema turístico en clave de marketing relacional. Anuario Jurídico y Económico escurialense. Vol.42, 419-442.
- Cuervo R. (2004). Principios de investigación del mercado turístico. Gijón: Cordinur.
- Kotler, F., García, J., Flores, J., Bowen, J. y Makens, J. (2015) Marketing turístico. Madrid: Prentice Hall, Pearson Educación.
- Kotler, P.; Jain, D.C. y Maesincee, S.: El Marketing se Mueve: una nueva aproximación a los beneficios, el crecimiento y la renovación. Ed. Paidós. España, 2002.
- Kotler, P., Kartajaya, H. y Setiawan, I. (2013) Marketing 3.0. Madrid: LID Editorial Empresarial.
- Kotler, F., Bowen, J. y Makens, J. (2005). Marketing para Turismo. Madrid: Prentice Hall, Pearson Educación.
- Liberos, E.; Somalo, I.; Gil, J.; G^a. Del Poyo, R. y Merino, J.A.: El Libro del Comercio Electrónico. Ed. Esic. Madrid, 2010.
- Marketing Management (12th Ed.). Prentice Hall. New Jersey, 2006
- Mootee, I. and Menezo Garcíá, D. (n.d.). Design thinking para la innovación estratégica.
- Osterwalder, A., Pigneur, Y., Smith, A., & Clark, T. (2010). Business model generation A handbook for visionaries, game changers, and challengers. Hoboken, NJ: Wiley
- Sancho, A. (2001). Apuntes de Metodología de la Investigación en Turismo. Madrid: OMT.
- Sancho, A. (1998). Introducción al Turismo. Madrid: OMT.
- Somalo, I.: Todo lo que Hay que Saber del Marketing Online y Comunicación Digital. Ed. Wolter Kluwer. Madrid, 2011.
- Talaya, E., A., Mondéjar, J., & Millán, A. (2013). Fundamentos de marketing. Madrid: ESIC.
- Vallet-Bellmunt, A. (2015) Principios de marketing estratégico. Castellón: Publicacions de la Universitat Jaume I.
- Villaseca Morales, D. (2014). Innovación y marketing de servicios en la era digital. Madrid: ESIC.

Other Resources

- American Marketing Association. (2016). Ama.org. Retrieved 4 October 2016, from <https://www.ama.org/Pages/default.aspx>
- Asociación de Marketing de España: MKT. (2016). Asociación de Marketing de España. Retrieved 4 October 2016, from <http://www.asociacionmkt.es/>
- Business Model Canvas Explained. (2016). YouTube. Retrieved 4 October 2016, from <https://youtu.be/QoAOzMTLP5s>
- Exceltur <http://www.exceltur.org>
- Hosteltur www.hosteltur.com/tag/marketing-turistico

- Instituto Nacional de Estadística (INE) <http://www.ine.es>
- Organización Mundial del Turismo <http://www2.unwto.org/es>