

MODULES AND SUBJECTS

MÁSTER UNIVERSITARIO EN GESTIÓN EMPRESARIAL
UNIVERSITY MASTER IN MANAGEMENT

MODULE NAME:	STRATEGIC MARKETING (MARKETING)				
SEMESTER	2	TYPE	SPECIALISM	ECTS	7
FACULTY	Mr. Antony Poole Dr. David Roman Dr. Josep Coll				

SKILL PROFILE

BASIC SKILLS		TRANSVERSAL SKILLS		GENERAL SKILLS		SPECIFIC SKILLS	
CB 6	X	CT 1	X	CG 1		CE 1	
CB 7	X	CT 2	X	CG 2	X	CE 2	X
CB 8		CT 3	X	CG 3	X	CE 3	X
CB 9	X	CT 4	X	CG 4	X	CE 4	
CB 10	X	CT 5	X	CG 5	X	CE 5	X
		CT 6	X	CG 6	X	CE 6	X
		CT 7	X	CG 7	X	CE 7	
				CG 8		CE 8	X
				CG 9	X	CE 9	
				CG 10	X	CE 10	X
						CE 11	X
						CE 12	

OBJECTIVES

Strategic Marketing provides the managerial focus for interfacing with customers and the source of intelligence about customers, competitors, and the general environment.

This course is taught in four segments:

1. Identifying Value: Understanding the importance of identifying relevant opportunities for creating stakeholder value, based on a sustainable competitive advantage. Understanding and clearly identifying the external and internal factors that create market opportunities and challenges is key to making effective marketing strategy choices (the second segment of the course).
2. Market Segmentation, Targeting and Positioning (S-T-P): This section covers the importance of understanding the user needs, the segmentation and targeting strategies, and positioning of a company's products or services. We will identify the criteria in order that a total market can be segmented. Segments should be meaningful and addressable starting from a total addressable market view. We will learn how to be able to assess segment attractiveness and prioritize those segments in order to guide investment decisions. We will address the process of determining how to position products or services value proposition against these segments in a unique and differentiated manner.
3. Brand value: The main areas and questions of brand management will be explored from multiple perspectives and special attention will be paid to how strong brands are built and to the different types of decisions that marketers face in brand management.
4. CRM: What are the benefits of becoming a customer-centric company, rather than prioritizing the product or brand portfolio? Does it make sense to "lose" money with a customer to acquire her? For how long? Are there "bad" customers? How much money can a company make on a specific customer? Should we retain all customers who want to defect our company? Analysis will focus on concepts like "Customer centricity", "Customer loyalty", "Cross-selling", "Customer analytics", "Customer satisfaction" or "Customer Lifetime Value", which are now more relevant than ever, given that competition for "good" customers has increased fiercely.

LEARNING OBJECTIVES

- Understands the competitive and value chain concepts and strategies.
- Understands how to define and position a products or services differentiates value propositions into targeted market segments.
- Understands tools and techniques for identifying user needs, various segmentation/targeting models and products or services positioning.
- Understands the building blocks of a brand and how brands create value for companies
- Distinguishes the factors that sustain brand health and brand strength
- Makes decisions that develop brand strength in a given situation
- Understands how brands are built and expressed in digital environments
- Understands what an Insight is and is not. Types of insights
- Uncovers insights via asking the right questions & answering them using the right tools

- Understands the phases of the customer-company relationship: acquisition, growth & retention
- Identifies actions to increase cross selling and customer loyalty
- Prioritizes specific customer segments and increase their profitability by customizing differentiated value propositions for each one of them
- Improves retention by ensuring customer satisfaction in all interactions with the Company.

CONTENTS

- WHAT IS STRATEGIC MARKETING AND VALUE-BASED MARKETING?
- MARKETING STRATEGY AND BUSINESS STRATEGY
- IDENTIFYING VALUE
- DEFINING A MARKET STRATEGY
- MARKET SEGMENTATION AND TARGETING STRATEGIES
- SEGMENTATION PROCESS AND EFFECTIVE MARKET SELECTION
- MARKET ASSESSMENT AND POSITIONING
- TYPES OF POSITIONING STRATEGIES
- DEFINING POSITIONING MAPS
- BRAND EQUITY & PURCHASE DECISIONS
- BRAND EQUITY & GROWTH
- MANAGING BRANDS OVER TIME: PURPOSE & VALUES
- BRAND ARCHITECTURE
- CRM FRAMEWORK OF ANALYSIS
- CRM PROGRAMS AND TOOLS
- CRM TOOLS AND REVIEW

METHODOLOGY

The subject will use a combination of three methodologies to develop the knowledge and skills.

- Case discussion will be the primary methodology to contrast and assess the consequences of particular decisions for brand strength and development. The cases used will also serve to highlight the interaction between brand strategy and the other elements of marketing strategy and the marketing mix.
- Background reading will allow participants to gain context and go deeper into the theory and concepts that arise in class.
- Presentations and exercises by professors will be used to highlight key aspects of the case discussions, anchor important concepts and provide alternative examples of these concepts in practice.

EVALUATION

The final evaluation will be calculated as follows:

1. Class participation: quality, consistency and feedback. (30% min* - 40% max).
2. Specific evaluation tests: exams. (40% min - 50% max)

3. Carrying out work or projects (10% min –30% max)

In the event of a new health emergency that involves confinement, the activities and evaluation weights will not be altered. In case they cannot be done in person, they will be transferred to a virtual environment. Due to the difficulties in correctly evaluating participation in online environments, EADA may reduce the weighting of this component of the evaluation due to the current pandemic circumstances.