

**Strategic Management, Marketing and Company
Policy**

Code: 101759
ECTS Credits: 9

Degree	Type	Year	Semester
2501233 Aeronautical Management	OB	3	1

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: No
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: No

Teachers

Guillem Perdrix Vidal
Roger Pladellorens Pertegaz

Prerequisites

None

Objectives and Contextualisation

Develop learning activities and apply knowledge in the areas of business strategy and marketing development ar

Competences

- Communication.
- Diagnose the sales, finance and human resources situations in businesses and organisations.
- Personal work habits.
- Thinking skills.
- Use knowledge of the fundamental principles of mathematics, economics, information technologies and psychology of organisations and work to understand, develop and evaluate the management processes of the different systems in the aeronautical sector.
- Work in teams.

Learning Outcomes

1. Accept and respect the role of the various team members and the different levels of dependence within the team.
2. Adapt to multidisciplinary and international environments.

3. Adapt to unexpected circumstances.
4. Apply methods for analysing consumer behaviour and marketing-mix strategies.
5. Communicate knowledge and findings efficiently, both orally and in writing, both in professional situations and with a non-expert audience.
6. Critically assess the work done.
7. Describe relationships between the company and its local market environment and the competition.
8. Develop critical thought and reasoning.
9. Develop independent learning strategies.
10. Develop scientific thinking skills.
11. Develop the ability to analyse, synthesise and plan ahead.
12. Evaluate the strategic options of the company from the perspective of the general management.
13. Identify, manage and resolve conflicts.
14. Make decisions.
15. Make efficient use of ICT in communicating ideas and results.
16. Manage time and available resources. Work in an organised manner.
17. Prevent and solve problems.
18. Work cooperatively.
19. Work independently.

Content

As regards the strategy and business policy part, the syllabus includes the following sections:

Topic 1. Business strategy:

- Concept of company policy or strategy.
- Content of the business strategy.
- The strategic process.

Topic 2. Strategic diagnosis:

- External analysis: Concept and levels of the environment.- Analysis of the general environment.
- Analysis of the sectoral and competition environment.- Segmentation of demand.
- Internal analysis: Functional analysis and strategic profile .- Value chain.
- Analysis of resources and capacities.- Benchmarking.

Topic 3. Business strategies:

- Nature and sources of competitive advantage.
- Analysis of the competitive advantage in cost and differentiation Life cycle
- Strategies for emerging sectors, in maturity and decline .- Strategies for innovation.

Topic 4. Corporate strategies:

- Directions of strategic development.
- Corporate strategies of: diversification, vertical integration, internationalization and cooperation.

Regarding the part of marketing the agenda includes the following topics:

(A): Marketing and business activity at the company.

- Topic (1) Marketing basics
- Topic (2) Commercial management and strategic sales management

(B): Analysis of marketing opportunities.

- Topic (3) The business environment of the company
- Topic (4) The analysis of consumer markets and their purchasing behavior

- Topic (5) Information systems, commercial research

(C): Planning of marketing actions.

- Topic (8) The management of products, brands and packaging
- Topic (9) The development of new products and life cycle
- Topic (10) Price decisions
- Topic (11) The development of integrated communication strategies
- Topic (12) The tools of commercial communication
- Topic (13) The management of the channels and strategies of distribution

(D): The Management of the Marketing Plan.

- Topic (14) Marketing of relationships and new technologies
- Topic (15) Implementation of the Marketing Plan

Methodology

The methodology combines teaching elements among those that include: teacher explanations, text reading, interactive communication between students and teachers will be through the university

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Marketing exercises	17.5	0.7	
Marketing sessions	20	0.8	4, 10, 11, 8, 19
Strategy exercises	17.5	0.7	16, 14, 19, 12
Strategy sessions	20	0.8	7, 10, 11, 8, 12
Type: Supervised			
Marketing plan fulfillment	25	1	2, 4, 1, 5, 15, 13, 18
Type: Autonomous			
Study, lectures and analysis	120	4.8	4, 7, 10, 9, 11, 8, 16, 14, 19, 12

Assessment

Regarding the part of Politics and Strategy:

- There is a mandatory final exam.
- Practical exercises are carried out during the course
- In order to overcome the part of the strategy, the student must obtain a mark equal to or greater than 4 in the final exam and have delivered a minimum of 2 practical cases.

Regarding the part of Marketing

- There is a mandatory final exam. There is also individual and group work.
- The Marketing Plan is applied to the aeronautical sector (in groups of 4 to 5 people)
- In order to overcome the marketing part and obtain a weighted final grade, the student must obtain a mark equal to or greater than 4 in each of the sections of the assessment activities (exam, marketing plan,)

Distinctions:

Granting an Distinction grade (A+) is a decision of the faculty responsible of the subject. The regulations of the U.

No assesment possible criteria:

A student will be considered "No assesment possible" (NA) if it has not b

Recovery process:

In accordance with the Academic Regulations of the UAB to be able to p:

Evaluation of repeating students:

No differentiated treatment is required for repeat students.

Irregularities by the student, copy and plagiarism:

Without prejudice to other disciplinary measures considered appropriate,

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Marketing Exam	35%	2.5	0.1	4, 7
Marketing Exercices	15%	0	0	2, 3, 4, 1, 6, 5, 10, 9, 11, 15, 13, 14, 17, 18, 19
Strategy Exam	35%	2.5	0.1	7, 12
Strategy exercices	15%	0	0	7, 9, 8, 15, 16, 17, 12

Bibliography

Strategy:

GRANT, R.M. (2006): Dirección estratégica. Madrid: Civitas.

JOHNSON, G., SCHOLLES, K. y WHITTINGTON, R. (2006): Dirección estratégica (7ª ed.). Madrid: Pearson Prentice Hall.

Marketing:

M. SANTESMASES, M^a J. Merino, J. Sanchez y T. Pintado: "Fundamentos de Marketing", Ed. Pirámide (2009), 1^a edición adaptada al EEES

KOTLER P., ARMSTRONG (2009) Introducción al Marketing (3^a ed.) Pearson - Prentice Hall

ÁGUEDA ESTEBAN Y J.A.MONDÉJAR (2015) "Fundamentos de Marketing", Esic, 2^a edición

MUNUERA, J.L. Y A.I RODRIGUEZ (2012) Estrategias de Marketing. ESIC Ediciones

ÁGUEDA ESTEBAN Y CARLOTA LORENZA (2013) " Dirección Comercial", Esic, 1^a edición

SAIZ DE VICUÑA, JM^a (2009) El Plan de Marketing en la Práctica ESIC Ediciones