

**Advanced Marketing**

Code: 42226  
ECTS Credits: 10

| Degree            | Type | Year | Semester |
|-------------------|------|------|----------|
| 4313148 Marketing | OB   | 0    | 1        |

**Contact**

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**Teachers**

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**Use of Languages**

Principal working language: spanish (spa)

**Prerequisites**

It is recommended that the student have knowledge in commercial management or marketing direction.

**Objectives and Contextualisation**

Addressing the most relevant aspects and tools of strategic marketing, both from the point of view of market anal

**Competences**

- Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
- Analyse the structure and workings of business organisations and their markets for the purpose of decision-making in marketing.
- Design and implement marketing plans, applying criteria of effectiveness and efficiency.
- Design, plan and direct marketing actions in the new scenarios posed by the information society.
- Generate innovative, competitive ideas and solutions.
- Implement emerging techniques in the field of marketing.
- Know and understand the issues related to the management of commercial distribution and of an organisation's sales network.

- Provide innovative solutions to commercial problems.
- Transfer planning and strategy design in marketing to the socio-political sphere.
- Work in interdisciplinary teams.

## Learning Outcomes

1. Address business situations and/or problems that imply an ethical dilemma on the basis of critical reflection.
2. Define key strategic positions for different product-market situations.
3. Describe the evolution and current situation of commercial distribution.
4. Develop and implement procedures to safeguard the integrity of commercial distribution.
5. Distinguish the elements of strategic management in marketing.
6. Establish processes of analysis and evaluation of actions by competing businesses.
7. Establish the structure and the model of a marketing plan.
8. Evaluate market dynamics.
9. Formulate realistic and innovative strategies.
10. Generate innovative, competitive ideas and solutions.
11. Identify and analyse the resources and internal capacities of the organisation.
12. Identify and distinguish the new trends in marketing.
13. Identify strategic marketing typologies.
14. Identify the key elements of a commercial problem in a non-business context.
15. Identify the key elements of the principal marketing strategies.
16. Identify the key factors in integral management of distribution.
17. Make a benchmarking analysis.
18. Make detailed proposals for planning or organisation in marketing.
19. Recognise and identify the values and moderating factors of an organisation's market orientation.
20. Recognise the factors of strategic positioning.
21. Recognise the reach and application of marketing.
22. Use models of strategic diagnosis.
23. Work in interdisciplinary teams.

## Content

### PART A: Strategic market analysis (2.5 ects)

#### 1) Market orientation

1. The development of market orientation
2. Market orientation and market information
3. Market orientation and results

#### 2) Relationship Marketing

1. How to move from a transaction to a relationship?
2. Relational marketing
3. Loyalty in the Internet age

#### 3) Customer value management

1. Customer Value and value for the client.
2. Customer acquisition
3. Customer retention and growth

#### 4) Value equity

1. The tangible and/or intangible differentiation
2. Economic valuation of the brand
3. Methods of brand evaluation

## PART B: STRATEGIC DECISIONS - I (2.5 ects)

### 5) Commercial distribution strategies

1. Compete and differentiate. Commercial formats and specialization
2. Location
3. Assortment, price
4. Introduction to new products

### 6) Commercial distribution operations (information, physical and financial flows)

1. Margin and Rotation
2. Logistics and physical distribution
3. Wholesalers and groupings of retailers, purchasing centers
4. Information and identification systems

### 7) Trade marketing and collaboration strategies Manufacturer-Distributor

1. Management tools: DPP
2. Distributor brand
3. Shopping centers, legal framework
4. Merchandising

### 8) Changes in consumption

1. Demographic changes and appetites
2. Physical purchases and electronic purchases
3. Omni-canalinity
4. The shopping street

## PART C: STRATEGIC DECISIONS -II (2.5 ects)

### 9) Brand Decisions: Brand extension

1. Brand extension by product line.
2. Horizontal brand extension
3. Vertical brand extension

### 10) Price decisions

1. Different aspects to consider in price decisions
2. Objectives of a pricing policy
3. The process of pricing

### 11) Management sales

1. Changes in the market environment
2. New approach: sell or build loyalty
3. Responsibilities of the sales manager in the 21st century

### 12) Sale to large customers and the KAM

1. Decisions of corporate strategy
2. Decisions on operational strategy: the KAM
3. Relationships with customers

PART D: MARKETING PLAN (2.5 ects)

13) Marketing plan: Strategic phase

1. Role of the marketing plan
2. Strategic analysis
3. Fixation of the objectives

14) Marketing plan: phase tactics

1. Action plan
2. Budget
3. Success factors of a plan

**Methodology**

To achieve the objectives of this module, during the course a set of different teaching methodologies are used: lectures, case discussions, oral presentations in class previously prepared by the students and realization of exercises or activities in class.

**Activities**

| Title            | Hours | ECTS | Learning Outcomes                                                                 |
|------------------|-------|------|-----------------------------------------------------------------------------------|
| Type: Directed   |       |      |                                                                                   |
| Lectures         | 75    | 3    | 1, 8, 2, 3, 4, 5, 7, 6, 17, 16, 11, 12, 14, 15, 13, 9, 18, 20, 19, 21, 22         |
| Type: Supervised |       |      |                                                                                   |
| Business cases   | 50    | 2    | 1, 8, 2, 3, 4, 5, 7, 6, 17, 10, 16, 11, 12, 14, 15, 13, 9, 18, 20, 19, 21, 23, 22 |
| Type: Autonomous |       |      |                                                                                   |

## Assessment

### General rules for evaluating modules

This module is structured in different parts. Each part is in charge of different teachers. The final grade of the module consists of the average of the points of each subject or part. It is considered that the module has been approved if:

1. the grade of each part of the module is greater than or equal to 5 (on a scale of 0 to 10) and
2. the final grade of the module is greater than or equal to 5 (on a scale of 0 to 10)

If the module is not approved, master coordination will offer the student the possibility of re-evaluating only one part or several parts in order to pass the module according to the assessment of the teachers of the modules and master comission. If the student approves the re-evaluation, the maximum grade that will be obtained in the reevaluated part will be 5. The calendar of the re-evaluations will be made public along with the list of notes of the module.

If the student does not attend at least 80% of the face-to-face classes (a control will be kept with a signature sheet) or if the student does not perform at least 50% of the continuous assessment activities, the student will have a grade "Not Evaluated". Each teacher will specify in this guide how they will evaluate the students. If not specified in the guide, those evaluation standards will be delivered on the first day of class in writing.

In order to successfully pass the MARKETING ADVANCED module, it is necessary to carry out two tests, as well as to demonstrate sufficiency in the resolution of the cases and the exercises proposed in class.

Specifically, the final evaluation of the module will be based on the following criteria:

- Active participation in the student's class (20%)
- Resolution of cases and practical exercises (40%)
- Tests (40%)

## Assessment Activities

| Title                | Weighting | Hours | ECTS | Learning Outcomes                                                                 |
|----------------------|-----------|-------|------|-----------------------------------------------------------------------------------|
| Participate in class | 20        | 2     | 0.08 | 1, 8, 2, 3, 4, 5, 7, 6, 17, 10, 16, 11, 12, 14, 15, 13, 9, 18, 20, 19, 21, 23, 22 |
| Practical exercises  | 40        | 20    | 0.8  | 1, 8, 2, 3, 4, 5, 7, 6, 17, 10, 16, 11, 12, 14, 15, 13, 9, 18, 20, 19, 21, 23, 22 |
| Test                 | 40        | 3     | 0.12 | 1, 8, 2, 3, 4, 5, 7, 6, 17, 10, 16, 11, 12, 14, 15, 13, 9, 18, 20, 19, 21, 23, 22 |

## Bibliography

- Main References:

- Villanueva, J. i Juan Manuel de Toro (coord.) (2017): "Marketing Estratégico". Ed. EUNSA - IESE Business School (2017)

- Lilien, G. L. i G. Rangaswamy, *Marketing Engineering*, Ed. Trafford Publishing, Second Edition Revised, 2004.

- Sainz de Vicuña, J.M, *El Plan de Marketing en la Práctica*, Ed. ESIC, Madrid, 20ª Edición, 2015.

- Other references:

- Alcaide, J.C., *Fidelización de clientes*, Ed. ESIC. 2010.

- Best, R.J., *Marketing estratégico*, Ed. Pearson Educación, Madrid, 2007.

- Burk Wood, M., *El Plan de Marketing*, Ed. Pearson-Prentice Hall, Madrid, 2003.

- Cravens, D.W. i Piercy, N.F., *Marketing Estratégico*, Ed. McGraw-Hill, Madrid, 2007.

- Hollensen, S. i Ortiz, J.A., *Estrategias de Marketing Internacional*, Pearson, Madrid, 2010.

- Specific references suggested by professors.