

Strategic and Operational Marketing

Code: 103159
ECTS Credits: 6

Degree	Type	Year	Semester
2501935 Advertising and Public Relations	OB	3	2

The proposed teaching and assessment methodology that appear in the guide may be subject to changes as a result of the restrictions to face-to-face class attendance imposed by the health authorities.

Contact

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Use of Languages

Principal working language: catalan (cat)
Some groups entirely in English: Yes
Some groups entirely in Catalan: Yes
Some groups entirely in Spanish: Yes

Other comments on languages

Language of partial use, for some thematic modules and to take care of foreign students

Prerequisites

Knowledge of basic operational marketing.
Need to know specific business marketing and communication vocabulary.
Knowledge of basic operational marketing techniques, Ansoff Matrix, Dafo, etc.
Interest in the economic, business and communication reality of the Catalan, Spanish and European environment.

Objectives and Contextualisation

Have a precise conception of what is the business marketing strategy.
- Acquire an overview of the strategic marketing process. ON and Off line
- The strategic management of business marketing. In concrete real cases and throughout a project full of business
- Concepts, strategic tools and essential tactics of the Traditional Marketing strategy and Digital
- The strategic marketing process. the value chain, sustainable competitive advantages. and the different branding and product positioning strategies. ON and OFF line

Competences

- Analyse market data (competition and brand image) to develop a communication plan.
- Set communication objectives and design strategies that are suited to the dialogue between brands and consumers.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Learning Outcomes

1. Analyse the principles that lay the foundations for effectiveness analysis (cost-impact ratio).
2. Describe the nature of exchange relations between advertising companies and consumers.
3. Identify the consumers needs and appraise their role in the purchasing process.
4. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.

Content

TEMARY

Block I: Introduction to strategic and operational marketing on and off line. Basic economic and technological vocabularies to understand the subject

Block II: Macro environment and Micro environment On and OFF line

Block III: Strategic marketing. The value chain. The 5 forces of Porter. leadership strategies, costs, by focus and differentiation. ON and OFF positioning strategies.

Block IV. Operational Marketing OFF. The 4 Ps

Block V: Online Operational Marketing - The 4Ps

Block VI: New Marketing Trends: Marketing Intelligence, and Neuromarketing

Methodology

Methodology

The subject will be developed in two parallel, articulated and complementary lines:

Classes will be taught in Spanish, Catalan and English. A part of the agenda, still to be finalized, will be impacted

in English. probably will be one third of the sessions approx.

a) The linear review of a set of basic contents on strategic and operational marketing ON and OFF line

b) The work will focus on a problem of marketing and promotion of a product where strategic and operational Marketing will be used.

While in the theoretical sessions we will review the concepts of strategic and operational marketing, in the practical sessions the students will progress in a parallel and coherent way in approaches and evolution of the work of a concrete case of reference (real or simulated), on which they will go applying all the knowledge acquired ON and OFF.

The students will be organized in groups. Each theoretical session will be accompanied by a practice evaluated to be done in class and / or at home. Each group will work on the case from a specific and different perspective, agreed between the teacher and the group.

A draft Mk ON and OFF line plan will be developed in groups that will be tutoring several times during the course, partial deliveries evaluated, which will finally be presented orally and in writing.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Presential sessions of Theory	15	0.6	1, 2, 3
Type: Supervised			
Group tutorials	6	0.24	1, 4, 2, 3

Resolution of cases in the classroom or at home	36	1.44	1, 2, 3
Type: Autonomous			
Preparation of the report and the presentation of the 3 deliveries of the course work	40	1.6	1, 2, 3
Research, readings, preparation of synthesis tests (exam)	40	1.6	1, 4, 2, 3

Assessment

Evaluation

The evaluation of the subject will be made from:

- Evaluation of the resolution of cases in the classroom or at home 30% (individual evaluation and / or groups). All the practices are the same for a total of 30% of the final grade. The practices are NOT recoverable (unless justified FORCE MAJEURE)
- Exhibition and preparation of the report of the course work - first delivery: AND 1st TUTORIAL 5% (evaluation of group).
- Exhibition and preparation of the report of the course work - second delivery: Y 2DA TUTORÍA 5% (group evaluation).
- Exhibition and preparation of the report of the course work - third delivery: 5% (group evaluation).
- Exhibition and preparation of the FINAL report of the course work - WRITTEN SUBMISSION: 15% (group evaluation).

AND ORAL PRESENTATION 10% (TOTAL PROJECT 5 + 5+ 5 + 10 + 15 = 40% FINAL GRADE)

- Written synthesis test (FINAL EXAMINATION): 30% (individual evaluation).

MINIMUM REQUIREMENTS TO NOT GO TO RECOVERY

THERE ARE 3 BLOCKS A) PRACTICES B) PROJECT C) EXAMINATION. THE 3 MUST HAVE A NOTE MINIMUM OF 3.5 / 10. WITH LESS THAN 3.5 IN ANY OF THE BLOCKS DOES NOT ALLOW TO MAKE AN AVERAGE GRADE , AND WILL GO TO RECOVERY

If you have less than 3.5 in A or B, the recovery will be a small work, if you have less than 3.5 in C (exam) you will go even a recovery exam

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation of resolved cases (practices) in the classroom or at home (group evaluation).	30%	1	0.04	1, 2, 3
Exhibition and preparation report course work - third delivery (group evaluation)	5%	0	0	1, 4, 2, 3
Exhibition and preparation report work of course - first delivery (group evaluation)	5%	3	0.12	1, 4, 2, 3
Exhibition and preparation report work of course - second delivery (group evaluation)	5%	3	0.12	1, 4, 2, 3
Final delivery Written project in groups	15%	0	0	1, 4, 2, 3
Final exam	30%	3	0.12	1, 2, 3
ORAL FINAL EXHIBITION OF THE PROJECT (group evaluation)	10%	3	0.12	1, 4, 2, 3

Bibliography

Bibliography

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FURTHER READING

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