

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: No
Some groups entirely in Catalan: No
Some groups entirely in Spanish: No

Other comments on languages

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

Teachers

Carla Galvany Sanchez

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

2nd term: FACE-TO-FACE (100% of classes in classrooms):

The proposed teaching methodology and assessment may be subject to change depending on the attendance restrictions imposed by the health authorities.

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.

The calendar will be available on the first day of class. Students will find all information on the Virtual Campus: the description of the activities, teaching materials, and any necessary information for the proper follow-up of the subject. In case of a change of teaching modality for health reasons, teachers will make readjustments in the schedule and methodologies.

Annotation: Within the schedule set by the centre or degree programme, 15 minutes of one class will be reserved for students to evaluate their lecturers and their courses or modules through questionnaires.

Activities

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Face-to-face sessions theory and practice	50	2	1, 2, 3
Type: Supervised			
Group tutorials	4	0.16	1, 4, 2, 3
Resolution of cases in the classroom or at home	3.5	0.14	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)	45	1.8	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% (group evaluation).
- Exhibition and preparation of the report of the course work - second delivery: and 2nd TUTORIAL 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 .

Students who do not achieve a grade of 3.5 on the theory test will have to go for recovery.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Evaluation of resolved cases (practices) in the classroom or at home (group evaluation).	30%	1.5	0.06	1, 2, 3
Exhibition and preparation report course work - third delivery (group	5%	0	0	1, 4, 2, 3

evaluation)

Exhibition and preparation report work of course - first delivery (group evaluation)	5%	1	0.04	1, 4, 2, 3
Exhibition and preparation report work of course - second delivery (group evaluation)	5%	1	0.04	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%	1	0.04	1, 4, 2, 3

Bibliography

Bibliography

BASIC BIBLIOGRAPHY

Kotler. P.(2017) **"Fundamentos de Marketing"**. edic 13- Editorial ADISSON-WESLEY

Porter, M. (2010) **"La Ventaja Competitiva"**.Editorial PIRAMIDE

Santemases, M. (2012)" *Marketing , conceptos y estrategias*" 6TA EDICIÓN.Madrid. Editorial PIRAMIDE.

Throughout the course, other articles and documents especially related to the subject will be delivered.

FURTHER READING

Lambin, JJ Strategic Marketing v3 Esic, Madrid 2003

Moliné, Marçal malice to sell with Deusto brand, Bilbao 1996

Porter, M The Competitive Advantage

Ries, A & Trout, J Positioning McGraw Hill, Madrid 1989

Ries, A & Trout, J The 22 Immutable Laws of Marketing Harper Busine 1993

Aaker, David A. Building powerful brands Gestión 2000, Barcelona 1996

Aaker, David A. & Joachimsthal, E. Deusto brand leadership, Bilbao 2001

Aaker, David A. et al. Brand Management Harvard Business Review, Deusto 1977

Agejas, J. A. & Serrano F.J. (Coords.) Ethics of Communication and Information Ariel Comunicación,Barcelona 2002

Alonso Rivas, Javier Consumer Behavior Esic, Madrid 2001

Ambler, Tim Marketing and Benefits: Measurement systems and value creation Prentice Hall (Pearson Ed.),Madrid 2001

Aznar, H. & Catalán, M. Ethical advertising and marketing codes Ariel Comunicación, Barcelona 2000

Herreros Arconada, Mario Advertising (Fundamentals of advertising communication) Editorial Pórtico,Barcelona, 1995

Software

no software