

Advanced Marketing

Code: 42226
ECTS Credits: 10

Degree	Type	Year	Semester
4313148 Marketing	OB	0	1

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: spanish (spa)

Teachers

Joan Llonch Andreu
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Prerequisites

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

Objectives and Contextualisation

Study the most relevant aspects and tools of strategic marketing, both from the traditional approach, as well as from digital marketing. It is intended that the student knows the main techniques to strategically analyze the markets, the decisions to be adopted and how to plan marketing actions.

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

- 1) Market orientation and relationship marketing
 - The development of a market orientation
 - Market orientation and business performance
 - Relationship marketing
 - Loyalty in the era of internet
- 2) Management of customer value
 - Value for the client
 - The acquisition of clients
 - Customer retention and growth
- 3) Brand value and brand valuation systems

- The tangible and/or intangible differentiation of the offer
- Economic assessment of the brand
- Different methods of brand valuation
- 4) Brand decision-making: brand extension
 - Brand extension by line of products
 - Horizontal brand extension
 - Vertical brand extension
- 5) Price decisions
 - Considerations in price decisions
 - Objectives of a price policy
 - The process price determination
- 6) Management of the sale force
 - Change in the market environment
 - New approach to sales: just sell or keep customers loyal
 - Key activities of sales managers in the 21st century
 - The Key Account Manager (KAM)'s tasks
- 7) Digital ecosystem
 - How to grow in a digital environment
 - Key issues to develop an effective digital marketing plan
 - Online advertising
 - Tools and methodologies of analysis: environment, market and competition
- 8) Marketing in social media
 - Role of social media in the processes of distribution
 - Communication strategies in social news
 - Social sale
 - Analysis and measurement of the results
- 9) New distribution models
 - Key issues to develop an e-commerce
 - Growth strategies in the markets
 - Omnichannel
 - Keys for an effective customer journey

10) Inbound marketing

- Strategic elements of the methodology of inbound marketing
- Planning of the contents of a brand
- Capture of traffic and acquisition channels
- Tools for marketing automation

11) The marketing plan: strategic phase

- Features and functions of a marketing plan
- Strategic and diagnostic analysis of the situation
- Determination of the objectives

12) The marketing plan: tactical phase

- Defining action plans
- Defining the budget and the profit and loss statement
- Keys for success

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.

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			
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			
Individual task	100	4	1, 8, 2, 3, 4, 5, 7, 6, 17, 10, 16, 11, 12, 14, 15, 13, 9, 18, 20, 19, 21, 23, 22

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 commission. 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.), *Marketing Estratégico*, Ed. EUNSA - IESE Business School, Barcelona, 2019.

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

- Other references:

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

- 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.

Software

The student must have a good knowledge of Microsoft Office and a basic knowledge of a program to perform multivariate analysis.