

Strategic and Operational Marketing

Code: 103159
ECTS Credits: 6

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

Contact

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Teaching groups languages

You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject. Please note that this information is provisional until 30 November 2023.

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.
- Introduce changes in the methods and processes of the field of knowledge to provide innovative responses to the needs and demands of society.
- Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
- Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.

- Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
- Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
- Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
- Take account of social, economic and environmental impacts when operating within one's own area of knowledge.
- Take sex- or gender-based inequalities into consideration when operating within one's own area of knowledge.

Learning Outcomes

1. Analyse a situation and identify its points for improvement.
2. Communicate using language that is not sexist or discriminatory.
3. Describe the nature of exchange relations between advertising companies and consumers.
4. Identify situations in which a change or improvement is needed.
5. Identify the consumer's needs and appraise their role in the purchasing process.
6. Propose projects and actions that incorporate the gender perspective.
7. Show leadership, negotiation and team-working capacity, as well as problem-solving skills.
8. Students can apply the knowledge to their own work or vocation in a professional manner and have the powers generally demonstrated by preparing and defending arguments and solving problems within their area of study.
9. Students must be capable of collecting and interpreting relevant data (usually within their area of study) in order to make statements that reflect social, scientific or ethical relevant issues.
10. Students must be capable of communicating information, ideas, problems and solutions to both specialised and non-specialised audiences.
11. Students must develop the necessary learning skills in order to undertake further training with a high degree of autonomy.
12. Weigh up the impact of any long- or short-term difficulty, harm or discrimination that could be caused to certain persons or groups by the actions or projects.

Content

SYLLABUS

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

The course will combine lectures in which the basic theoretical content will be taught and practical exercises in which the knowledge acquired in the theoretical sessions will be applied.

The detailed calendar with the content of the different sessions will be displayed on the day of the presentation of the course. It will also be posted on the Virtual Campus where students can find a detailed description of the exercises and practices, the various teaching materials and any information necessary for the proper monitoring of the subject.

In the event of a change of teaching modality for health reasons, the teaching staff will inform of the changes that will take place in the course programme and in the teaching 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			
Seminars and practices	37.5	1.5	2, 7, 3, 5, 4, 6, 11, 8, 9, 12
Theory sessions	15	0.6	1, 2, 3, 5, 4, 6, 11, 10, 9, 12
Type: Supervised			
Tutorials	7.5	0.3	7, 3, 5, 10
Type: Autonomous			
Carrying out exercises, readings and study	82.5	3.3	1, 2, 3, 5, 4, 6, 11, 10, 8, 9, 12

Assessment

This subject follows an ongoing evaluation and does not foresee a single evaluation.

The evaluation items are three:

Practicals and exercises. They are worth 30% of the final mark. They are not recoverable.

Coursework. Value 40%. Can be made up.

Exam. Value 30%. Make-up exam. With a grade lower than 3.5 it will be necessary to make up the exam.

The final grade of the course is obtained from the weighted average of the three evaluation items. If the grade of 5 is not reached, it will be necessary to take the exam again.

Recovery

Students will have the right to make up the course if they have been evaluated on all the activities whose weight is at least 2/3 of the total grade of the course.

Plagiarism

In the event that a student commits any irregularity that may lead to a significant variation in the grade of an evaluation act, this evaluation act will be graded with 0, regardless of the disciplinary process that may take place. In the event of several irregularities occurring in the assessment acts of the same subject, the final grade for this subject will be 0.

Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
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Course work	40%	2	0.08	1, 2, 7, 3, 5, 4, 6, 11, 10, 8, 9
Final exam	30%	3	0.12	1, 2, 3, 5, 4, 6, 11, 10, 9, 12
Practices	30%	2.5	0.1	1, 2, 7, 3, 5, 4, 6, 11, 10, 8, 9, 12

Bibliography

Kotler. P. (2017). *Fundamentos de Marketing*. 13ª ed. Adisson-Wesley.

Porter, M. (2010). *La Ventaja Competitiva*. Pirámide.

Santemases, M. (2012). *Marketing, conceptos y estrategias*. 6ª ed. Pirámide.

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

Software

No software required.