

## Strategic and Operational Marketing

Code: 103159  
ECTS Credits: 6

**2025/2026**

Degree	Type	Year
Advertising and Public Relations	OB	3

### Contact

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### Teachers

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### Teaching groups languages

You can view this information at the [end](#) of this document.

### Prerequisites

None.

### Objectives and Contextualisation

1. To provide the necessary knowledge to create, implement and evaluate a marketing plan.
2. To promote the use of strategic thinking in marketing decision making.
3. To facilitate the practical application of the knowledge acquired through the resolution of cases and the development of projects.

### Learning Outcomes

1. CM21 (Competence) Design marketing plans that take suppliers, budgets, and cost control into account.
2. CM22 (Competence) Plan an advertising strategy while taking stakeholders and social impact into account.
3. CM24 (Competence) Design advertising campaign strategies while avoiding any gender bias.
4. KM26 (Knowledge) Indicate the significance of the stages of analysis, diagnosis, strategy, and action involved in the design and planning of persuasive communication campaigns.
5. SM20 (Skill) Determine the communication objectives for the design of the most appropriate advertising strategies while considering the needs of brands and audiences.

6. SM22 (Skill) Analyse the consumer to determine the most suitable insight for the design of an advertising campaign strategy.

## Content

Unit 1: Introduction to strategic and operational marketing.  
 Unit 2: Situation analysis and diagnosis.  
 Unit 3: Product strategies and brand management.  
 Unit 4: Pricing strategies.  
 Unit 5: Distribution strategies.  
 Unit 6: Integrated marketing communication.  
 Unit 7: Implementation and control of the marketing plan.

## Activities and Methodology

Title	Hours	ECTS	Learning Outcomes
Type: Directed			
Seminars and practices	33	1.32	
Theory sessions	15	0.6	
Type: Supervised			
Tutorials	6	0.24	
Type: Autonomous			
Carrying out exercises, readings and study	83.5	3.34	

The course will combine lectures -in which the basic theoretical contents will be taught- with practical exercises, where the knowledge acquired in the theoretical sessions will be applied. It is also foreseen the realization of tutorials to follow up the final work, as well as the realization of exercises of autonomous form on the part of the students, inside and outside the classroom.

A detailed schedule outlining the content of each session will be presented on the first day of the course and will be available on the course's Virtual Campus, where students will find all teaching materials and necessary information for effective course monitoring. Should the teaching modality change for reasons of force majeure according to the competent authorities, the teaching staff will inform students of any modifications to the course schedule and teaching methodologies.

Note: The course content will be sensitive to issues related to gender perspective and the use of inclusive language.

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.

## Assessment

## Continuous Assessment Activities

Title	Weighting	Hours	ECTS	Learning Outcomes
Course work	35%	7.5	0.3	CM21, CM22, CM24
Final exam	50%	2	0.08	KM26
Practices	15%	3	0.12	SM20, SM22

### Continuous Assessment:

The final grade for the course under the continuous assessment system is based on the following percentages:

- a) 50% Final theoretical exam. A minimum score of 4 out of 10 is required on the theoretical exam in order to average it with the other assessment components.
- b) 15% Completion and presentation of practical exercises (individual and group work), to be carried out throughout the course, both inside and outside the classroom.
- c) 35% Completion and oral presentation of the final project, the requirements of which will be explained in class and published on the Virtual Campus.

### Single Assessment:

The final grade for the course under the single assessment system is based on the following percentages:

- a) 50% Final theoretical exam. A minimum score of 4 out of 10 is required on the theoretical exam in order to average it with the other assessment components.
- b) 20% Individual resolution of practical cases in class.
- c) 30% Submission of a final project, the requirements of which will be explained in class and published on the Virtual Campus.

Note: Under the single assessment system, attendance is mandatory in the following sessions: 1) course presentation; 2) theoretical exam and practical case resolution.

### Second and Subsequent Examination Sessions:

Students may follow any of the assessment systems established for the first session. Additionally, they may choose to be assessed solely through a comprehensive final theoretical-practical exam (100% of the final grade).

### Resits / Recovery:

#### a) Continuous assessment

According to regulations, in order to be eligible for resits, students must have been previously assessed on at least two-thirds of the total assessable activities of the course.

Resitting the theoretical exam: Only students who received a grade below 4 in this component may resit. The resit will consist of a written exam assessing theoretical knowledge.

The final project and practical exercises cannot be resat, due to the nature of these activities and time constraints during the resit period.

#### b) Single assessment

According to regulations, in order to be eligible for resits, students must have been previously assessed on at least two-thirds of the total assessable activities of the course.

Resitting the theoretical exam: Only students who received a grade below 4 in this component may resit. The resit will consist of a written exam assessing theoretical knowledge.

Resitting the individual resolution of practical cases: Only students who obtained a minimum grade of 3.5 in this component may resit. The resit will consist of a face-to-face exercise similar to the one in the first session.

### Guidelines regarding the "Not Assessable" grade

According to point 9 of Article 266 of the UAB Academic Regulations: "when it is considered that the student has not provided sufficient evidence for assessment, the subject must be graded as not assessable." In this

course, students will be graded as "Not Assessable" if they do not sit the final theoretical exam or fail to submit the final project. Any practical assignments not submitted will be graded with a zero, except in cases of justified absence due to force majeure.

#### Use of Artificial Intelligence (AI)

In this course, the use of artificial intelligence (AI) technologies is permitted exclusively for support tasks, such as text correction or translation, as well as in other specific situations previously approved by the teaching staff. Students must clearly identify the parts generated using this technology, specify the tools used, and include a critical reflection on how these tools influenced both the process and the final result of the activity. Lack of transparency regarding AI use in an assessable activity will be considered a breach of academic integrity and may result in partial or total penalties in the grade for that activity, or more severe sanctions in serious cases.

#### Plagiarism

In the event that the student performs any irregularity that may lead to a significant variation of the grade of an act of evaluation, this act of evaluation will be graded with a 0, regardless of the disciplinary proceedings that may be instituted. In the case of several irregularities in the acts of evaluation of the same subject, the final grade of this subject will be 0.

## Bibliography

Andreu, Luisa; Bigné, Enrique. (2004). *Marketing estratégico de destinos turísticos*. Ediciones Tirant lo Blanch.

Kotler, Philip; Keller, Kevin Lane. (2012). *Dirección de marketing* (14.<sup>a</sup> ed.). Pearson Educación.

Lambin, Jean-Jacques; Schuiling, Isabelle. (2012). *Marketing estratégico y operativo: El camino hacia la creación de valor* (9.<sup>a</sup> ed.). McGraw-Hill.

Miquel, Salvador; Bigné, Enrique; Mollá, Ana. (2010). *Investigación de mercados y comportamiento del consumidor*. ESIC Editorial.

Moorman, Christine; Rust, Roland T.; Bhalla, Girish. (2010). Rethinking marketing. *Harvard Business Review*, 88(1), 94-101. <https://hbr.org/2010/01/rethinking-marketing>

Quelch, John A.; Jocz, Katherine E. (2012). *All business is local: Why place matters more than ever in a global, virtual world*. Portfolio/Penguin.

Santestmases, Miguel. (2011). *Marketing: Conceptos y estrategias* (7.<sup>a</sup> ed.). Ediciones Pirámide.

Taylor, Heidi. (2022). *B2B marketing strategy: Differentiate, develop and deliver lasting customer engagement*. Kogan Page.

## Software

No software required.

## Groups and Languages

Please note that this information is provisional until 30 November 2025. You can check it through this [link](#). To consult the language you will need to enter the CODE of the subject.

Name	Group	Language	Semester	Turn
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(PLAB) Practical laboratories	51	Catalan	second semester	afternoon
(PLAB) Practical laboratories	52	Catalan	second semester	afternoon
(TE) Theory	5	Catalan	second semester	afternoon