

TEACHING COURSE PLAN Strategic and Operational Marketing

DEGREE IN ADVERTISING AND PUBLIC RELATIONS

CREDITS: 6

YEAR: 2014 - 2015

TEACHER: Judith Badia

LANGUAGE: The classes are taught in Catalan

INTRODUCTION:

The course introduces students to the main concepts of strategic and operational marketing . More specifically, the different approaches, tools and techniques to effectively develop marketing policy in the business world. The theory will be complemented with practical examples

OBJECTIVES:

The objectives of the course are defined in two broad areas: the generic and specific skills that are specific to the subject.

GENERIC SKILLS:

1. Instrumental skills

Capacity for analysis and synthesis

Ability to organize and plan

Basic knowledge of the profession activity

Troubleshooting

Mastery of basic vocabulary

2. Interpersonal Skills

Capacity for teamwork

Skills for criticism and self criticism

Communication skills

Ability to work in an interdisciplinary team

3. Systemic Skills

Ability to apply knowledge in practice

Destresses research

Ability to work independently

Designing projects

SPECIFIC SKILLS

The course introduces the student to understand the role of marketing in business strategy and how to link different skills in the professional business activity. This means you need to know what are the processes and techniques needed to develop a successful business marketing strategy. One of the basic objectives of the course is that students learn to identify strategies that how companies have applied them to undertake a successful marketing policy. To do this, we must know the different areas of marketing and its relationship with some business orientations.

SPECIFIC SKILLS GRADE MINIMUM

- Defining the role of marketing in business strategy
- Learning the role of marketing strategy in a company
- To be able to perform a comprehensive analysis of internal and external situation of a company
- Understanding the different areas of the strategic marketing
- To devise marketing strategies appropriate to each situation that contribute to the overall objectives of the business.
- To compare the different orientations of succeeded companies to the market.
- To learn how to develop strategic planning and marketing process
- To establish a first contact with the basic tools of operational marketing: product, price, distribution and communication.
- To learn how to develop a marketing plan

SKILLS FOR THE EXCELLENCE DEGREE

- To develop a set of skills combined with knowledge acquired, possible marketing initiatives undertaken in the actual practice of business.

CONTENTS

Part I: Introduction to Strategic Marketing

- Item 1: business marketing strategy
- Item 2: analysis of the situation of the company
- Item 3: obtaining a sustainable competitive advantage

Part II: Types of marketing strategies

- Item 4: Positioning and differentiation strategy
- Item 5: cost leadership strategy
- Item 6: focus strategy

Item 7: First advantage strategy

Item 8: Growth strategy

Item 9: Strategies in special situations

Part III: Operational Marketing

Item 10: the marketing plan

Item 12: product policy

Item 13: the pricing policy

Item 14: the distribution policy

Item 15: communication policy

METHODOLOGY

The subject has two aspects: theory and practice. The teacher will provide students the tools, documents and references necessary to combine lectures with practical applications to foster an atmosphere of participation and interactivity. Therefore students should make their personal contributions to the subject studied and the teacher will resolve doubts have been raised.

The teacher will provide power points presentations on topics to help students to understand the topics. They will be discussed and exemplified with real cases.

The learning will be held from:

- Lectures
- Practical exercises in the classroom
- Practical exercises outside the classroom
- Self learning
- Reviews

Distribution time:

This is a 6 ECTS course and this implies a dedication of the students of **150 hours** distributed as follows:

Student effort hours HOURS

Lectures: 40 hours

Exams: 2 hours

Practical exercises in the classroom: 20 hours

Exercises outside the classroom: 34 hours

Self learning: 18 hours

Test Preparation: 36 hours

TOTAL 150

The subject in the classroom will be organized in 3 activities: lectures, practical exercises and exams. The sessions will take place in 10 weeks, 6 hours (divided into 2 modules of 3 hours each one) a week.

| Weeks | Lectures | Classroom exercises | Outside classroom exerc. |
|--------------|-----------|---------------------|--------------------------|
| 1 | 1 | 1 | 0 |
| 2 | 2 | 2 | 2 |
| 3 | 2 | 2 | 2 |
| 4 | 2 | 2 | 2 |
| 5 | 2 | 2 | 2 |
| 6 | 2 | 2 | 2 |
| 7 | 2 | 2 | 2 |
| 8 | 2 | 2 | 2 |
| 9 | 2 | 2 | 2 |
| 10 | 2 | 2 | 2 |
| TOTAL | 19 | 19 | 18 |

Sessions

Lectures: explaining the main concepts and the different theoretical and methodological perspectives of strategic and operational marketing. Also resolving any doubts that may arise during the session.

Practical exercises in the classroom: small group exercises and / or individual exercises. There are a total of 20 sessions of one hour.

The activities carried out are:

- Comparative reading of texts
- Exercises in analysis and / or application of knowledge
- Discussion and correction of joint activities outside the classroom
- Questionnaires on knowledge

Activities outside the classroom:

Directed by the teacher:

- . preparation activities for the classroom: practical exercises, readings from texts, etc.
- . reflection exercises that you can not work in the classroom

Self activities:

- . reading specific texts

SCHEDULE PLANNING

| Week | Classroom activity | Outside Classroom activity |
|------------------------------|--|---|
| Week 1 PART I | Session 1. Lecture + practical exercise | |
| Week 2: PART I | Session 2. Lecture + practical exercise Session 3. Lecture + practical exercise | Preparation practical exercise |
| Week 3: PART II | Session 4. Lecture + practical exercise Session 5. Lecture + practical exercise | Individual reading. Preparation practical exercise |
| Week 4 PART II | Session 6. Lecture + practical exercise Session 7. Lecture + practical exercise | Individual reading. Preparation practical exercise |
| Week 5: PART II | Session 8. Lecture + practical exercise Session 9. Lecture + practical exercise | Preparation practical exercise |
| Week 6 PART II & PART III | Session 10. Lecture + practical exercise Session 11. Lecture + practical exercise | Preparation practical exercise |
| Week 7 PART III | Session 12. Lecture + practical exercise Session 13. Lecture + practical exercise | Preparation practical exercise |

| | | |
|----------------------|--|---|
| | | |
| Week 8: PART III | Session 14. Lecture + practical exercise Session 15. Lecture + practical exercise | Individual reading. Preparation practical exercise |
| Week 9: PART III | Session 16. Lecture + practical exercise Session 17. Lecture + practical exercise | Preparation practical exercise |
| Week 10: PART III | Session 18. Lecture + practical exercise Session 19. Lecture + practical exercise | Preparation practical exercise |

EVALUATION

The course has two parts: a theoretical one and a practical one.

To succeed the course on the first call is essential to continuous assessment.

The theoretical part will weigh 50% and the practical the 50%.

The theory will be given in class by the teacher, combined with examples of the material developed.

As for the practical part, the course will be conducting individual and group exercises related to the theoretical material explained in the classroom. Some of these exercises will be evaluated and they'll have a weight of 50% on the final grade. Exercises performed in class will score 20% and those at home the remaining 30%. At the end of the quarter all the students will do an exam of only the theoretical part. The mark obtained in the examination will involve 50% of the final grade for the course.

| Part | Weight |
|------------------|--------|
| Theoretical exam | 50% |
| Practice | 50% |
| TOTAL | 100% |

The final mark will be the average between the marks of both parties long as it is approved separately theory and practice. If students fail any of the parties, the rating will remain the approved part and the student will only recover the failed part. In case of failing the theory part, students must do an exam. If the student fail the practice, a practical exam must be taken. If both parties have been failed, you must do two exams (the theoretical and practical). In case of

failing in this recovery will be suspended throughout the course and therefore, the student must repeat the following year.

The recovery of the course will take place during the second or third week of the second quarter.

BASIC BIBLIOGRAPHY

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WEBSITES

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www.ipmark.com

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