

# Syllabus

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- **Course:** Strategic Marketing
  - **Credits:** 6 ECTS
  - **Program:** Business Administration & Management
  - **Module:** Core Education
  - **Subject:** Marketing and sales
  - **Code:** 802322
  - **Abbreviation:** MA04
  - **Subject coordinator:** Paulo Sartorato
  - **Academic Year:** 2022-2023
  - **Session:** October
  - **Semester:** Second (second course, spring semester)
  - **Campus:** Barcelona
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## 01 Faculty

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### 01.1 Subject coordinator

**Paulo Sartorato**  
(psartorato@eae.es)

## 02 Presentation

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### 02.1 Description

The Commercial Management course introduces the main aspects of the marketing strategy, from the analysis of the internal and external situation, to the setting of objectives, strategies and planning control. Students when taking the subject will have a vision of the importance of marketing planning for the company and the management of the relationship with the client. It is important for such planning the development of a good diagnosis of the current situation of the company and the market, as well as a thorough knowledge of the main competitors of the company. Additionally, the commercial vision needs a control and contingency plan of the marketing plans to monitor and propose measures in case the circumstances of the environment change.

### 02.2 Relevant professional applications

The student who attends the subject of business management develops important skills for the performance of functions such as:

- Internal and external analysis to diagnose the situation.
- Competitive market analysis.
- Product portfolio management.
- Product address.
- Assistance to the Marketing Director.
- Development of a marketing plan.

## 03 Competencies

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### 03.1 Course Competencies

#### Specific Competencies

- CEMAR01** – Know the concepts and basic elements related to business management and marketing.
- CEMAR02** – Learn to compile, evaluate and analyze existing data on the environment, the market, the consumer and the competition and write status reports on each of them.
- CEMAR03** – Know how to find and analyze relevant information, and be able to extract arguments for decision making.
- CEMAR04** – Introduce creative thinking into predictive functions.
- CEMAR05** – Be able to forecast demand.
- CEMAR06** – Know how to synthesize and present in a structured way the conclusions of the analysis work.
- CEMAR07** – Be able to formulate and develop an action plan based on the conclusions of analysis work.
- CEMAR08** – Detect business opportunities.
- CEMAR09** – Being able to work as a member of a team in order to contribute to develop projects with pragmatism and a sense of responsibility, assuming commitments taking into account the available resources.

## General Competencies

- CG02 –** Communicate in an oral and written way with other people about the results of learning, thinking and decision making; participate in debates on subjects of the own specialty.
- CG03 –** To be able to work as a member of an interdisciplinary team, either as a member, or performing leadership and development tasks for the purpose of contributing to the development of projects with pragmatism and a sense of responsibility, assuming commitments taking into account available resources.
- CG04 –** To manage the acquisition, structuring, analysis and visualization of data and information in the field of the specialty and to critically evaluate the results of this management.
- CG09 –** Know and understand the organization of a company and the sciences that define its activity; ability to understand labor standards and the relationships between planning, industrial and commercial strategies, quality and profit.

## Tranversal Competences

- CT02 –** Undertake and lead business and business initiatives.
- CT04 –** Integrate in any functional area of the company and / or organization and perform with professionalism any assigned management work.
- CT06 –** Prepare advisory reports on specific situations of companies and markets.
- CT07 –** Design and lead projects of global management or functional areas of the company.
- CT08 –** Identify, analyze and manage the sources of information relevant to the company and its contents.
- CT11 –** Apply to the analysis of problems, professional criteria based on the application of advanced techniques and tools.

## 04 Program

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### **1. Marketing strategies**

- 1.1 Segmentation
- 1.2 Positioning
- 2.3 Selection of target markets
- 2.4 Marketing mix

### **2. Product**

- 2.1. Definition of the product and its dimensions
- 2.2. Classification of products
- 2.3. The new product development process
- 2.4. Adoption, dissemination and CVP
- 2.5. Product identification and branding
- 2.6. Product portfolio management

### **3. Price**

- 3.1. Conditioning factors in setting the price
- 3.2. Price policy analysis
- 3.3. The pricing process
- 3.4. Pricing methods
- 3.5. Alternatives to price movement
- 3.6. Pricing strategies

### **4. Distribution**

- 4.1. Importance of distribution
- 4.2. Distribution functions
- 4.3. Analysis of distribution channels
- 4.4. Distribution strategies
- 4.5. Distribution channel length

4.5.1. Types of intermediaries

4.5.2. Determinants of the length of the distribution channel

4.8 Distribution method: Logistics and E-Commerce

## **5. Communication**

5.1. The communication process

5.2. Strategic communication planning

5.3. Communication objectives

5.4. Communication mix

5.5. Communication channels

5.6. Advertising

5.7. Personal selling (sales force)

5.8. PR

5.9. Direct marketing

5.10. Sales promotions

## **6. Trade Marketing**

6.1. Assortments and KPIs (in assortments and in assortment quota)

6.2. Prices, Margins per channel and negotiation

6.3. Merchandising

6.4. Point of sale communication

## **7. Marketing planning**

7.1 The content of a marketing plan

7.2 Budget, sales forecast and control of the marketing plan

7.3 Calendar of actions in a marketing plan

7.4 Contingency plan

8. Application of Corporate Social Responsibility in the business management to ensure a better sustainable community and continuity in the awareness of its importance.

## 05 Teaching Methodology

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Considering the student's profile, the teaching model is articulated around three types of methodologies:

**ME1.** Participatory Exhibition Class

**ME3.** Autonomous work

**ME4.** Problem-based learning.

## 06 Educational Activities

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Considering the competencies of the subject and based on the proposed teaching methodologies, the following training activities are scheduled:

<b>Evaluation Activities</b>	<b>Hours</b>	<b>Presencialidad</b>
<b>AF1.</b> Contents presentation with student participation	24	100%
<b>AF2.</b> Problem solving, exercises and case studies with student participation.	24	100%
<b>AF4.</b> Study and preparation of teaching units	46	0%
<b>AF5.</b> Performance of exercises and case studies	25	0%
<b>AF6.</b> Problem solving	25	0%
<b>AF13.</b> Written / oral evaluations	6	100%



## 07 Assessment

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Evaluation Items $0.4 \cdot EV1 + 0.2 \cdot EV2 + 0.4 \cdot EV3$	Specific assessed competencies	Weight
EV1. Final written exam of all subject matter	CEMAR01, CEMAR05, CEMAR06	40%
EV2. Control of midterm written test	CEMAR01, CEMAR05, CEMAR06	20%
EV3. Exercises, problems, reports development, assignments - Exercises and problems	CEMAR02, CEMAR03, CEMAR04, CEMAR05, CEMAR06, CEMAR07, CEMAR08, CEMAR09	40%

"The maximum grade that students will be able to obtain in the revaluation tests [...] shall be 5,0. In addition, "the grade of the revaluation tests shall in any case constitute the final grade of the subject". Thus, **only students who, having completed the midterm exam, the final exam and having carried out 100% of the continuous evaluation activities of the subject**, and have suspended (final grade of the subject below 5) will be entitled to the revaluation examination.

## 08 Learning Resources

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Topics	Resources	Type
Topic	Transparencies, notes and exercises	Class and Blackboard

## Code of Academic Conduct

The section 27.2 of the Universal Declaration of Human Rights stipulates that everyone has the right to the protection of the moral and material interests resulting from any scientific, literary or artistic production of which he is the author.

Thus, the moral and patrimonial rights of the authors of literary, musical, artistic, scientific and academic creations, whether they have been published or not, are protected by means of different national and international regulations. In the case of Spain, the Legislative Royal Decree 1/1996, of April the 12th, approved the consolidated version of the Law of Intellectual Property, regularizing, clarifying and harmonizing the legal provisions for the time being in force on this matter.

In this respect, special attention must be given to previously obtaining the corresponding authorization from the owner of the copyrights of any material, particularly before its distribution to the students and by means of the virtual campus. EAE Barcelona takes no responsibility for the non-compliance with this rule on the part of the users, either members of the teaching community or students.

The following materials that can be duplicated without the requirement of previous authorization:

- Laws and regulations.
- Court decisions.
- Acts, agreements, deliberations and decisions from public bodies.
- Any material distributed under the Creative Commons license, whenever its author and credits are mentioned.
- Any material published under the ISBN of EAE Barcelona or EAE Madrid.
- Any material, whose rights belong to EAE Barcelona or EAE Madrid.
- Any work that is in the public domain.

Furthermore, the quotation right is the inclusion of extracts from protected documents or materials, in this particular case, elaborated by the members of the teaching community- with the exception of textbooks and university handbooks- when such extracts are used to accompany educational activities.

The excerpts that can be used on the basis of the quotation right must fulfil the following requirements

- They must be previously published works.
- The source and author must be mentioned, whenever it is possible.
- They must deal exclusively with the teaching field.
- The inclusion of the excerpt must necessarily come with an analysis or explanation of it.

Concerning the material elaborated by the professors, in case it has been published previously, the agreements with the magazine or publication where it appeared must be taken into account.

As is apparent from the preceding paragraphs, plagiarism is a fraudulent activity that may result in serious sanctions, both of academic and legal nature. Academic honesty is one of the pillars on which the School's commitment to education is based, and the members of its teaching community are particularly conscious and prepared to perceive this kind of actions. Keeping in mind the difficulty that arises when trying to conceptualize plagiarism, it has been considered appropriate to delimitate clearly its contents and significance in these regulations and policies.

Plagiarism is understood as the appropriation of someone else's works, pretending that they are one's own; that is to say, without explicitly confirming its source. Plagiarism can consist on the complete or partial unauthorized copy of someone else's work, or the presentation of a copy as an original own work, impersonating the true author. Some examples of plagiarism are:

- Presenting someone else's work as one's own, regardless of whether the copy is complete or partial.
- Paraphrasing a text using different words, with small changes in the language, without quoting the source in order to feign.
- Purchasing or obtaining a work and presenting it as one's own.
- Using someone else's ideas or sentences as the basis to write a work without quoting its author.

In line with the section 10 of the Academic Code of Conduct of Students of EAE Barcelona, without prejudice to the academic sanctions resulting from its application, the Academic Commission will promote the pertinent legal actions if the plagiarism violates the applicable regulation in matters of intellectual property.

## 10 Bibliography

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### 10.1 Basic bibliography

- Iacobucci, Dawn. Marketing management. Cengage Learning, 2021.

### 10.2 Complementary bibliography

- Marketing Management: European Edition, Kotler, Keller, Goodman, Brady & Hansen, 2019
- Competitive Advantage: Creating and Sustaining Superior Performance, Michale E. Porter, Free Press; Edición: 1 (30 de junio de 2016)
- The Marketing Mix: Master the 4 Ps of marketing, 50Minutes.com, 50Minutes, 2015
- Coaching Salespeople into Sales Champions: A Tactical Playbook for Managers and Executive, Keith Rosen, John Wiley & Sons Inc 2016
- Exploring Strategy: Text and Case, Gerry Jhonson, Richard Whittington, Kevan Scholes, Duncan Angwin, Patrick Regner, Editor: Pearson Higher Education; Edición: 01, 2013
- Inbound Selling: How to Change the Way You Sell to Match How People Buy, Brian Signorelli, Wiley; Edición: 1, 2018