


## STRATEGIC MARKETING

<b>1. Competences</b>	To develop and implement marketing strategic plans from environment situation analysis, marketing mix, internal policies and current regulation, to contribute to organizational objectives and a competitive position in national and international areas.
<b>1. Term</b>	Fifth
<b>2. Theoretical hours</b>	17
<b>3. Practical hours</b>	58
<b>4. Total hours</b>	75
<b>5. Weekly hours</b>	5
<b>6. Objective</b>	Students will evaluate strategic marketing programs, using models, computer tools and audits process, in order to propose improvement actions in the corporation.

Learning Unit	Hours		
	Theoretical	Practical	Total
<b>I. Clients Retention</b>	6	14	20
<b>II. Marketing Strategic Planning</b>	5	15	20
<b>III. Marketing Audit</b>	6	29	35
<b>Total</b>	<b>17</b>	<b>58</b>	<b>75</b>


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## Learning Units

<b>1. Learning Unit</b>	<b>I. Clients retention</b>
<b>2. Theoretical Hours</b>	6
<b>3. Practical Hours</b>	14
<b>4. Total</b>	20
<b>5. Objective</b>	Students will carry out clients retention programs to create fidelity to the brand.

Topic	Knowledge	Skills	Values/ Behavior
Introduction to clients retention	<p>To explain the concept of clients retention and its importance in marketing.</p> <p>To identify clients variables:</p> <ul style="list-style-type: none"> <li>- Contracting level</li> <li>- Frequency in renovation and use</li> <li>- Interaction of clients with different sale channels</li> <li>- Recommendation of corporation and product to family and friends</li> <li>- Explicit loyalty.</li> </ul>	To classify clients based on loyalty to corporation and product.	<p>Analytical</p> <p>Objective</p> <p>Organized</p> <p>Ethical</p> <p>Responsible</p>

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Topic	Knowledge	Skills	Values/ Behavior
Retention Programs	<p>To explain the concept and importance of retention programs.</p> <p>To describe types of retention programs, their characteristics and performance:</p> <ul style="list-style-type: none"> <li>- Rewards</li> <li>- Exclusive services</li> <li>- Invitation to events.</li> </ul>	To propose retention programs.	Analytical Objective Empathetic Organized Ethical Responsible Assertive
Customer Relationship Management (CRM)	<p>To explain the concept and importance of CRM.</p> <p>To explain the performance and use of software for CRM.</p>	To use software for CRM.	Analytical Objective Empathetic Organized Ethical Responsible Assertive Tolerant

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# STRATEGIC MARKETING

## ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a clients' retention case, to write a report containing:</p> <ul style="list-style-type: none"> <li>- Clients analysis</li> <li>- Retention program proposal</li> <li>- Clients follow-up files using software for CRM</li> <li>- Conclusions</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand the concept of clients retention and its importance.</li> <li>2. To identify clients loyalty variables.</li> <li>3. To distinguish concept, importance and types of retention programs.</li> <li>4. To explain the concept and importance of CRM.</li> <li>5. To explain the performance and use of software for CRM.</li> </ol>	<p>Cases study</p> <p>Checklist</p>

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# STRATEGIC MARKETING

## TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Information and communication technologies-assisted learning Cases analysis Research tasks	Computer Internet Projector Videos Software for CRM Printed material

## TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
	<b>X</b>	


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# STRATEGIC MARKETING


## Learning Units

<b>1. Learning Unit</b>	<b>II. Marketing Strategic Planning</b>
<b>2. Theoretical Hours</b>	5
<b>3. Practical Hours</b>	15
<b>4. Total</b>	20
<b>5. Objective</b>	Students will propose marketing strategic plans using the Business Model Canvas to validate commercial projects.

<b>Topic</b>	<b>Knowledge</b>	<b>Skills</b>	<b>Values/ Behavior</b>
Marketing strategic Plans	To identify strategic plan elements and their application in marketing area.	To perform marketing strategic plans.	Organized Systematic Analytical Objective Ethical Responsible Proactive


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Topic	Knowledge	Skills	Values/ Behavior
Business Model Canvas blocks	<p>To explain the concept of Business Model Canvas and its importance.</p> <p>To describe the blocks integrating the Business Model Canvas:</p> <ul style="list-style-type: none"> <li>- Customer segments</li> <li>- Value propositions</li> <li>- Channel</li> <li>- Relationship</li> <li>- Revenue stream</li> <li>- Key resources</li> <li>- Key activities</li> <li>- Partnerships</li> <li>- Cost structure</li> </ul> <p>To identify computer tools to create the Business Model Canvas and their performance.</p>	To develop the Business Model Canvas.	<p>Organized</p> <p>Systematic</p> <p>Analytical</p> <p>Objective</p> <p>Ethical</p> <p>Responsible</p> <p>Proactive</p>

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**STRATEGIC MARKETING**  
ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a strategic marketing case, to elaborate a project containing:</p> <ul style="list-style-type: none"> <li>- Marketing Strategic Plan</li> <li>- Business Model Canvas</li> <li>- Conclusions</li> </ul>	<ol style="list-style-type: none"> <li>1. To explain the concept of Business Model Canvas and its importance.</li> <li>2. To identify block integrating the Business Model Canvas.</li> <li>3. To identify computer tools to elaborate the Business Model Canvas and their performance.</li> </ol>	<p>Cases study</p> <p>Rubric</p>

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## TEACHING-LEARNING PROCESS

Teaching Methodologies	Teaching Materials
Information and communication technologies-assisted learning Cases analysis Research tasks	Computer Internet Projector Videos Software for Business Model Canvas (CANVAS) Printed material

## TRAINING FACILITIES

Classroom	Languages Lab/Workshop	Corporation
	<b>X</b>	


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# STRATEGIC MARKETING


## Learning Units

<b>1. Learning Unit</b>	<b>III. Marketing audit</b>
<b>2. Theoretical Hours</b>	6
<b>3. Practical Hours</b>	29
<b>4. Total</b>	35
<b>5. Objective</b>	Students will propose marketing audits to detect improvement opportunities in commercial area.

Topic	Knowledge	Skills	Values/ Behavior
Types of marketing audit	<p>To explain the concept of marketing audit and reasons to use it:</p> <ul style="list-style-type: none"> <li>- Need to innovate</li> <li>- Objectives are not being reached</li> <li>- Entry of new or growing competitors</li> <li>- Sales decrease</li> <li>- Changes in consumption habits</li> <li>- Desire to enhance our presence in the net</li> <li>- Optimization of marketing expenses</li> <li>- Growth under average in the sector.</li> </ul> <p>To identify types of marketing audit:</p> <ul style="list-style-type: none"> <li>- Environment</li> <li>- Strategic marketing</li> <li>- Organization marketing</li> <li>- Systems marketing</li> <li>- Productivity</li> <li>- Function.</li> </ul>	To propose types of marketing audit.	<p>Analytical</p> <p>Objective</p> <p>Organized</p> <p>Ethical</p> <p>Responsible</p>


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Topic	Knowledge	Skills	Values/ Behavior
Marketing audit phases	<p>To explain the process of marketing audit planning.</p> <p>To describe marketing audit phases:</p> <ul style="list-style-type: none"> <li>- Research</li> <li>- Analysis of main commercial activities</li> <li>- Data contrast</li> <li>- Final report elaboration</li> <li>- Report presentation</li> <li>- Follow-up.</li> </ul>	To carry out marketing audits.	<p>Analytical</p> <p>Objective</p> <p>Organized</p> <p>Ethical</p> <p>Responsible</p> <p>Decision making ability</p> <p>Teamwork</p>

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ASSESSMENT PROCESS

Learning Outcome	Learning Process	Assessment Instruments
<p>From a strategic marketing case, to write an audit report containing:</p> <ul style="list-style-type: none"> <li>- Type of audit and its justification</li> <li>- Planning</li> <li>- Process: research, main commercial activities analysis, data contrast</li> <li>- Follow-up</li> <li>- Findings</li> </ul>	<ol style="list-style-type: none"> <li>1. To understand the concept of marketing audit and reasons to use it.</li> <li>2. To identify types of marketing audit.</li> <li>3. To understand the process of audit planning.</li> <li>4. To identify marketing audit phases.</li> </ol>	<p>Cases study</p> <p>Rubric</p>

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## TRAINING FACILITIES


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## STRATEGIC MARKETING

### ABILITIES DERIVED FROM PROFESSIONAL COMPETENCIES TO WHICH THE SUBJECT CONTRIBUTES

Ability	Performance Criteria
To formulate product strategies from national and international market needs diagnosis and corporation's resources, to achieve marketing objectives.	Students elaborate a product strategy containing the description of: <ul style="list-style-type: none"> <li>- Real product</li> <li>- Essential product</li> <li>- Augmented product</li> <li>- Product line</li> <li>- Product life cycle</li> <li>- Product elements: brand, package, container, packaging and label.</li> </ul>
To propose price setting strategies through an analysis of costs, competition, organizational policies and profitability, to contribute to product competitiveness in national and international market.	Students formulate a price setting strategy including: <ul style="list-style-type: none"> <li>- Used analysis technique and its justification: of costs, of competition prices, of prices based on consumer perception, of opportunity.</li> <li>- Product profitability analysis</li> <li>- Price proposal</li> <li>- Justification</li> </ul>
To develop place strategies through distribution logistics planning and consumer behavior analysis, in order to ensure product presence in market properly and on time.	Students elaborate a place strategy including: <ul style="list-style-type: none"> <li>- Sales objectives</li> <li>- Consumer Behavior analysis during purchase</li> <li>- Design and selection of distribution channel</li> <li>- Selection of national and international transportation modality</li> <li>- Determination of follow-up and control tools in the distribution channel.</li> </ul>


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Ability	Performance Criteria
To assess corporation environment through matrix tools and research techniques to define feasible strategies.	Students elaborate a corporation situational analysis including: <ul style="list-style-type: none"> <li>- Introduction</li> <li>- Employed matrix tools and research techniques justification</li> <li>- Description of macro-environmental factors: economical, technological, political, legal, environmental, social and cultural</li> <li>- Description of micro-environmental factors: clients, providers, public, employees, products, corporation resources, competition, organizational philosophy</li> <li>- Determination of market attractiveness and corporation competitive advantages</li> <li>- Detected market opportunities.</li> </ul>
To elaborate marketing strategic plans from the environment and corporation analysis, in order to achieve commercial objectives.	Students formulate a marketing strategic plan including: <ul style="list-style-type: none"> <li>- Objectives</li> <li>- Marketing strategies</li> <li>- Marketing budget</li> <li>- Activities timetable</li> <li>- Sales results estimate</li> <li>- Control mechanisms</li> <li>- Conclusions y recomendations</li> </ul>

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**BIBLIOGRAPHY**

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