Marketing Strategy

Professor: Anna Torres, Susana Domingo, and Alberto Lempira Guevara.

Office hours: by appointment
Course Type: Compulsory
Credits: 4 ECST
Term: 2nd Term

Course Description

This course will try to give to the students the tools to help them to implement marketing mix strategies. Students should manage all concepts and apply it in a simulation game.

Objectives

- To evaluate firm position in the market identifying opportunities and threats, as well as strengths and weaknesses in a dynamic scenario; To develop marketing mix strategies but considering long term objectives.

COURSE LEARNING PLAN

Methodology

- Markstrat simulation game.
- Individual assignments (preparation of keynote presentations, reading of specialized readings, comments on suggested readings.)
- Group work (assignments, presentation of cases and discussion of topics by students, etc.)
- Face-to-face activities dedicated to solving practical exercises based on the data provided by the professor (work with companies to solve specific cases, analysis of brands, among others.)
- Face-to-face tutoring to personalize the learning process, consultations with the assigned Mentor, internal or external. And support from the Mentor throughout the entire process.
- Development of a Marketing Plan (in groups) following proposed examples.

Note: This document is for informational purposes only. Course contents and faculty may change.

The competences, the learning outcomes, the assessment elements, and the quality of the learning process included in this Teaching Plan will not be affected if, during the academic trimester, the teaching model has to switch either to a hybrid model (a combination of face-to-face and online sessions) or to a completely online model.

This methodology mix requires students to prepare each session in advance, with the goal of taking as much advantage as possible of each session, profiting from the business experience of the rest of the classmates, and generally taking advantage of the benefits of face-to-face education.

General Competencies

CE1. Apply marketing management decision-making models based on intuition, co-creation, creativity, critical thinking and responsibility taking including the social dimension.

CE3. Apply the practical tools and theoretical models to the results of the research carried out for market selection and marketing management strategy planning.

CE5. Plan through the mastery of specific techniques, the different elements of the marketing mix that are connected to the marketing of a company.

Learning Outcomes

C1

R1. Analyze decision-making situations intuitively and technically.

R2. Include the social dimension in decision making.

R3 Apply a comparative and holistic analysis to decision making.

R4 Make decisions with creativity and / or including co-creation.

CE3.

R1. Analyze data from market research of diverse methodology.

R2. Differentiate between analysis methods to identify the most appropriate for market selection and planning.

R3 Select the tools and methods for the analysis of market opportunities and to make the selection of markets.

R4 Use planning tools to make market entry decisions.

MSc in Marketing

Note: This document is for informational purposes only. Course contents and faculty may change.

2

CE5.

R1. Discriminate between the various decisions that make up the marketing mix for execution.

R2. Apply the analysis techniques to facilitate the decision-making corresponding to the elements of the marketing mix based on the results.

R3. Make management recommendations for all elements of the marketing mix.

Hours devoted by the student (according to ECTS): **100**

Evaluation criteria

Evaluation	Weight
Game Simulation • 30% based on final ranking in the game. • 30% individual contribution of each team member. • 40% final presentation.	50%
Marketing Plan	50%

Important:

In courses that feature a final exam, a minimum grade of **4 out of 10** in the final exam is necessary for the other evaluation criteria to be taken into account when computing the student's overall grade for the course. Therefore, students who obtain less than a 4 out of 10 in the final exam will fail the course automatically. Those students will have to take a remedial exam (more details below).

Courses in the Program will generally include group assignments (case studies, projects etc.). At the end of each term, and in order to disincentivize free-riding behaviors, students will have the opportunity to evaluate the involvement of the rest of their team members in all group assignments that took place within the term. Students who obtain sufficiently poor evaluations from their team members will be penalized. The penalty will involve a reduction in the overall group assignment grades of **all** courses that include group assignments (max penalty: 20% reduction of those grades). More details on the topic are available

MSc in Marketing

Note: This document is for informational purposes only. Course contents and faculty may change.

3

on eCampus.

All the activities that are submitted past the deadline or that do not follow the submission instructions in terms of content, format, etc. will be considered as 'not submitted'. Students will be informed about the submission and presentation dates the first day of class.

Students are required to attend 80% of classes. Failing to do so without justified reason will imply a Zero grade in the participation/attendance evaluation item and may lead to suspension from the program.

Students who fail the course during the regular evaluation are allowed ONE re-take of the evaluation, in the conditions specified above. If the course is again failed after the retake, the student will have to register again for the course the following year.

In case of a justified no-show to an exam, the student must inform the corresponding faculty member and the director(s) of the program so that they study the possibility of rescheduling the exam (one possibility being during the "Retake" period). In the meantime, the student will get an "incomplete", which will be replaced by the actual grade after the final exam is taken. The "incomplete" will not be reflected on the student's Academic Transcript.

Plagiarism is to use another's work and to present it as one's own without acknowledging the sources in the correct way. All essays, reports or projects handed in by a student must be original work completed by the student. By enrolling at any UPF BSM Master of Science and signing the "Honor Code," students acknowledge that they understand the schools' policy on plagiarism and certify that all course assignments will be their own work, except where indicated by correct referencing. Failing to do so may result in automatic expulsion from the program."

MSc in Marketing

Note: This document is for informational purposes only. Course contents and faculty may change.

4

Calendar and Contents

Marketing Plan

DATE	PROFESSOR	TOPIC	ACTIVITY/READINGS
Jan 7th & Jan 14th	Guevara	Introduction to the Marketing Plan.	Readings: • How To Effectively Determine Your Market Size
Jan 21st & Jan 28th	Guevara	Commercial Objective and Basic Strategies.	• Internal & External Analysis
Feb 4nd & Feb 11th	Guevara	Marketing Mix.	Readings: • Getting the Marketing Mix Right.
Feb 18th & Feb 25th	Guevara	Budget, Tracking and Measurement.	Marketing Mix presentations
Mar 4th & Mar 11th	Guevara	Final Presentations.	

Note: This document is for informational purposes only. Course contents and faculty may change.

**BARCELONA
SCHOOL OF
MANAGEMENT**
Simulation Game

DATE	PROFESSOR	TOPIC	ACTIVITY/READINGS
Jan 9th	Marín	Introduction to the game & test	
Jan 16th	Marín	Simulation Round	
Jan 21st	Marín	Simulation Round	

Note: This document is for informational purposes only. Course contents and faculty may change.

Jan 30th	Marín	Simulation Round	
Feb 6th	Marín	Simulation Round	
Feb 13th	Marín	Simulation Round	
Feb 20th	Marín	Simulation Round	
Feb 27th	Marín	Simulation Round	
Mar 13th	Marín	Presentations	

Note: This document is for informational purposes only. Course contents and faculty may change.

Reading Materials/ Bibliography/Resources

- Markstrat manual.
- Strategic Marketing Management, 2012, by Kotler and Chernev.
- Amstrong, G., & Kotler, P. (2015). Marketing: An Introduction. In *Igarss 2014* (Issue 1). https://doi.org/10.1007/s13398-014-0173-7.2
- Kotler, P., & Armstrong, G. (2014). *Principles of Marketing* (S. Wall (ed.); 15th ed.). Pearson Education Limited. https://doi.org/10.1613/jair.301
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moving from Traditional to Digital* (Wiley (ed.); First Edit). Wiley.
- Ries, Eric (2011): "The Lean Startup". New York, Crown Business.
- "On Business Model Innovation". Harvard Business Review. 2019
- Osterwalder,A. & Pigneur,Y. (2010):"Business Model Generation (CANVAS)", Wiley. https://www.strategyzer.com/books/business-model-generation

Note: This document is for informational purposes only. Course contents and faculty may change.

Bio of Professor

Alberto Lempira is a Marketing & Business Development Consultant. He is a Ph.D. in Business candidate at the Barcelona University (Spain), MSc. In Marketing from Pompeu Fabra University (Spain), he has a Postgraduate degree from Tecnocampus-UPF (Spain) in Digital Marketing, two Postgraduate degrees from INESDI Online Business School (Spain) in Inbound Marketing, Transmedia Storytelling/Branded Content and he has a Bachelor's degree in Production Engineering by Metropolitan University (Venezuela).

Alberto worked in Political Marketing for more than five years. He has also been working on user acquisition, CRO, digital strategy, and advertisement for the last eight years. He has worked as a consultant for the past. He is the host of the **@NotYourMarketer** podcast.

Alberto is currently the academic coordinator of the Master of Science in Marketing at the Pompeu Fabra University.

José Luis Marín

https://www.linkedin.com/in/joselomarin/

MSc in Marketing

Note: This document is for informational purposes only. Course contents and faculty may change.

9