STRATEGIC MARKETING AND TECHNOLOGY TEACHING GUIDE 2024-25

GENERAL DETAILS

Course Title:	Strategic Marketing and Technology
Code:	801431
Academic year:	2024-2025
Degree title:	Master's Degree in Marketing Technologies
Number of credits (ECTS):	8
Place in the scheme of studies:	1st Semester
Date of last revision:	July 2024
Professor responsible:	Prof. Jordi Sacristán Adrià

1. GENERAL DESCRIPTION

Success in today's marketing world requires an understanding of how marketing technology is used to acquire, retain, retain and win back customers.

The Strategic Marketing and Technology course aims to provide students with the knowledge and tools necessary to design, implement and evaluate strategic and operational marketing plans that contribute to the success of organisations in today's competitive and dynamic environments, with special emphasis on the most interesting technological tools for this task.

The integration of technology into strategic marketing not only drives innovation and competitiveness of organisations, but also empowers future marketing managers to lead successfully in an increasingly digitalised business environment.

The course is based on the fundamental concepts and models of strategic and operational marketing, as well as the applicability of real cases of companies in different sectors and markets. The structure of the course will be based on the definition and structure of a marketing plan and, as the sessions progress, it will provide the necessary content to be able to carry it out with guarantees of success.

Theoretical training will be combined with case studies to be worked on both individually and in groups. By solving them, students will gain a deeper understanding of marketing decisions and will be provided with strategic analysis skills, adaptation to new situations, use of critical thinking to identify opportunities for improvement and gain competitiveness, as well as the ability to generate ideas and turn them into projects, take them into action and improve processes and/or results.

The course will take a theoretical and practical tour through the various key concepts of strategic and operational marketing, using cases to apply the concepts studied, highlighting the importance of technology as a fundamental pillar in the development and execution of marketing strategies. Throughout the course, the most relevant technological tools for any

marketing manager will be presented and analysed, such as data analytics, artificial intelligence and customer relationship management (CRM) platforms.

2. OBJECTIVES

At the end of the course, students will be able to:

- Obtain a global vision of the main aspects that are interrelated in the marketing area, both from the strategic and operational aspects.

- Determine the best technological tools to assist in the definition of the organisation's marketing strategy and operational actions.

- Analyse a real situation through the philosophy of marketing, being able to design and implement an appropriate strategy based on the concepts studied to provide a concrete solution to a specific problem.

- Develop critical and analytical marketing thinking (both strategic and operational) in real / fictitious situations that will be presented in the classroom.

- Valuing the organisation's identity and corporate image as one of its most important assets and managing a reputation crisis to prevent it from negatively affecting them.

- To know the techniques and tools to develop and implement a marketing plan, based on the analysis of the organisation's competitive environment and a thorough knowledge of the target audience, in order to facilitate marketing decisions at an international level.

- Deepen the analysis of market opportunities, design and development of differentiated value propositions, both for existing products and new launches.

- Identify and learn to make the necessary decisions within the possible alternatives when designing the marketing mix (product, price, distribution and communication) of a product and draw up the marketing action plan to make it real.

3. CONTENTS

TOPIC 1. INTRODUCTION TO MARKETING - MARKETING PLAN

Learning outcomes
Students will be able to:
- Identify and apply key marketing concepts at strategic and operational level.

- To have a vision of the importance of having the necessary data and knowing how to manage it for decision-making.
- Implement the most important strategic analysis to analyse the market potential and the competitive position of the organisation.
- Designing and implementing a marketing plan, mastering what it is for and what its main components are.
- Identify technological tools for planning and strategy.

Contents

1.1. Definition of marketing.
1.2. Needs, wants, demand and market.
1.3. Strategic marketing and operational marketing.
1.4. The marketing plan (offline and digital): definition, usefulness and structure.
1.5. Technology and marketing strategy.

TOPIC 2. ANALYSIS OF THE MARKETING ENVIRONMENT

Learning outcomes
Students, after studying the topic and completing the exercises, will be able to:

- Analyse and identify opportunities and threats that can influence the business.
- Define the SWOT, and propose strategic actions.
- Detect the competition of the company or business in a broad sense.

Contents
2.1. Analysis of the environment: PESTEL analysis.
2.2. Competitive analysis: Porter's 5 forces and Ansoff's matrix.
2.3. Strategic analysis: Boston Consulting Group matrix, SWOT, TOWS and CAME analysis.

TOPIC 3. BRANDING AND CORPORATE REPUTATION

Learning outcomes
Students, after studying the topic and completing the exercises, will be able to:

- Value the importance of a good corporate reputation for the organisation.
- Recognise the different personalities that brands have.
- Map all the company's stakeholders, internal and external.
- Distinguish the main technological tools to obtain a reputational analysis of the organisation.
- Identify the impact of new technologies on the company's reputation.

Contents

3.1. Corporate image and identity.
3.2. Brand (definition, typology, strategies and ways of construction).
3.3. The power of branding.
3.4. Fake news, Deep Fake and the impact of AI on brand management.
3.5. Corporate reputation and crisis management.

TOPIC 4. BUYER PERSONA - CUSTOMER MANAGEMENT

Learning outcomes
Students, after studying the topic and completing the exercises, will be able to:

- Identify consumer behaviour at different stages (pre-purchase, purchase and post-purchase).
- Know and understand how to analyse new markets and how to acquire the right customer.
- Identify consumer needs to develop a competitive value proposition.
- Plan and execute customer retention and loyalty strategies.

Contents
4.1. Paradigm shift: from product centricity to customer centricity.
4.2. The postmodern consumer.
4.3. The purchase decision process.
4.4. The power of consumer insight.
4.5. Value proposition.
4.6. The importance of consumer satisfaction.
4.7. Acquisition cost and lifetime value of the customer.

TOPIC 5. SEGMENTATION, TARGETING AND POSITIONING (STP)

Learning outcomes
Students, having read this chapter and completed the exercises, will be able to:

- Recognise the importance of market segmentation and how it can be used to identify market opportunities.
- Assess the importance of positioning and how it can be used to differentiate a product or service in the market.
- Apply these concepts in practice to develop an effective marketing strategy.

Contents
5.1. Understand how and why to segment the market. Difference between segmentation and targeting.
5.2. Identification of the most relevant market segments for the company.

5.3. Differentiation strategies.
5.4. Brand positioning.

TOPIC 6. MARKETING MIX - PRODUCT AND SERVICE POLICY

Learning outcomes

After studying the topic and completing the exercises, students will be able to:

- Distinguish the meaning between the concepts product vs. service.
- Identify the different life phases of a product/service.
- To propose the strategies to develop a new product.
- Define a strategic product portfolio.

Contents

6.1. Product. Functions and attributes in international markets: internal, external, intangible.
6.2. Types of products.
6.3. Product life cycle.
6.4. Process of building a product and a value proposition.
6.5. *Packaging* as a sales strategy.
6.6. Creation of services.

TOPIC 7. MARKETING MIX - PRICING POLICY

Learning outcomes

At the end of the presentation, discussion and practical application of the contents of this topic, students will be able to:

- Designing a pricing policy from a strategic viewpoint.
- Identify the economic and psychological keys to developing a relevant pricing policy.

Contents

7.1. Price vs. value.
7.2. Definition and variables to take into account.
7.3. Price decisions: from the economic viewpoint and from the psychological viewpoint.
7.4. Customer expectations and their relationship to prices.
7.5. Methodologies and variables for setting price levels.

TOPIC 8. MARKETING MIX - DISTRIBUTION POLICY

Learning outcomes

At the end of the presentation, discussion and practical application of the contents of this topic, students will be able to:

- Design a distribution policy in accordance with the company's strategic objectives.
- Identify the keys to omni-channeling and transfer it to real cases.

Contents

8.1. Definition of channels.
8.2. Distribution strategies: selective, intensive, exclusive and extensive.
8.3. How to manage channels?
8.4. Omni-channeling and the new challenges of distribution.
8.5. Adapting distribution to current purchasing trends.
8.6. Distribution in digital markets.

TOPIC 9. MARKETING MIX - THE COMMUNICATION POLICY

Learning outcomes

At the end of the presentation, discussion and practical application of the contents of this topic, students will be able to:

- Design an efficient communication policy in line with the strategic objectives of the business.
- Discriminate the influence of new trends and media on brand-consumer communication.

Contents

9.1. Communication policy.
9.2. How to develop and evaluate a communication plan.
9.3. Communication trends.
9.4. Impact of AI and technology on communication strategies.

TOPIC 10. TECHNOLOGICAL TOOLS

Learning outcomes

At the end of the presentation, discussion and practical application of the contents of this topic, students will be able to:

- Know, analyse and apply the most interesting tools to apply in their day-to-day work within the strategy of the marketing department.
- Adapt to technological changes, which are constant in today's environment.

Contents

10.1. Market intelligence tools.
10.2. Segmentation and positioning tools.

10.3. Communication tools.
10.4. AI tools.

4. TEACHING AND LEARNING METHODOLOGY

It is based on participative expository classes complemented with reading in advance of the different topics. Class practices and homework are expected to reaffirm the concepts and procedures that have been presented in class.

The main activities that will be carried out are:

- Throughout the course there will be activities such as problem solving, participation in debates and case resolution.
- Practical class of resolution, with the participation of the students, of practical cases and/or exercises related to the contents of the subject.
- Group/cooperative work with the presence of the professor.

5. EVALUATION

According to the Bologna Process, the model rewards the constant and continuous effort of students. 60% of the final grade is obtained from continuous assessment of directed activities, and the remaining 40% from the final in-person exam. The final exam has two sittings.

The final grade for the subject (FG) will be calculated using the following formula:

FG = Final Exam Grade x 40% + Continuous Assessment Grade x 60%

The minimum grade for the final exam to calculate the FG will be 40 points out of 100.
The subject is passed with a final grade equal to or greater than 50 points out of 100.

Type of activity	Description	% Continuous assessment	
Course work:			45 %
Case study 1	Case study	15%	
Case study 2	Case study	15%	
Case study 3 (group)	Case study (group)	20%	
Sub-delivery: Strategic analysis	Sub-delivery: Strategic analysis	20%	
Final deliverable: Action Plan	Final deliverable: Action Plan	30%	
Test:			15%
	Partial test	100%	
Final exam:			40 %
	Final exam	100%	

6. BIBLIOGRAPHY

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