



COURSE DATA

DATA SUBJECT

Code: 35802
Name: Marketing strategy
Cycle: Undergraduate Studies
ECTS Credits: 4.5
Academic year: 2026-27

STUDY (S)

| Degree | Center | Acad. year | Period |
|---|---------------------|------------|-------------------------------|
| 1313 - Degree in Business Management and Administration | Facultat d'Economia | 3 | First quarter |
| 1330 - Degree in Business Management and Administration (Ontinyent) | Facultat d'Economia | 3 | First quarter |
| 1921 - Double Degree Program BMA and Law | Facultat d'Economia | 4 | First quarter, Second quarter |
| 1926 - Double Degree Program Tourism and BMA | Facultat d'Economia | 3 | First quarter |

SUBJECT-MATTER

| Degree | Subject-matter | Character |
|---|--|------------|
| 1313 - Degree in Business Management and Administration | Foundations of marketing and market research | COMPULSORY |
| 1330 - Degree in Business Management and Administration (Ontinyent) | Fundamentals of marketing research | COMPULSORY |
| 1921 - Double Degree Program BMA and Law | Year 4 compulsory subjects | COMPULSORY |
| 1926 - Double Degree Program Tourism and BMA | Asignaturas de tercer curso | COMPULSORY |

COORDINATION

CAPLLIURE GINER EVA MARIA

SUMMARY

The content of the course is to offer students a broad view on key business strategies applied by companies to function successfully in the markets where they operate. The proposed program for the Marketing Strategy course is divided into into 10 topics. The subject areas addressed among others, the strategic analysis of marketing environment, the formulation of marketing strategies and implementation processes and control of marketing strategy.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

This subject of Marketing Strategy complements the other two core subjects assigned to the area of knowledge of Marketing and Market Research: Marketing (6-credit second-year) and Fundamentals of marketing research (4.5 credits and filed in the third). It is advisable to study them previously.

COMPETENCES / LEARNING OUTCOMES

1313 - Degree in Business Management and Administration

Be able to learn autonomously.

Be able to solve problems.

Be able to transmit and communicate complex ideas and approaches to both specialised and lay audiences.

Be able to work in a team.

Demonstrate capacity for analysis and synthesis.

Have organisation and planning skills.

Show commitment to ethics and social responsibility.

DESCRIPTION OF CONTENTS

1. Market-led Strategic Management

- 1.1. Introduction
- 1.2. Strategic Marketing
- 1.3. Operational Marketing

2. MARKETING EXTENSIONS

- 2.1. Concept of market orientation
- 2.2. Relationship Marketing Concept
- 2.3. Marketing and ethics



2.4. Social Marketing

3. STRATEGIC MARKETING PLANNING

- 3.1. Defining the business purpose or mission
- 3.2. The marketing strategy process
- 3.3. Establishing the core strategy
- 3.4. Creating the competitive positioning
- 3.5. Implementation
- 3.6. Performance analysis: marketing metrics

4. MARKET STRATEGIES

- 4.1. Analysis of the reference market
- 4.2. Market Coverage Strategies
- 4.3. Segmentation strategies

5. COMPETITIVE STRATEGIES

- 5.1. Competitive analysis
- 5.2. Market Leader Strategies
- 5.3. Challenger strategies
- 5.4. Follower and specialization strategies

6. GROWTH AND DIVESTMENT STRATEGIES

- 6.1. Growth strategies and product portfolio
- 6.2. Growth strategies and management of product lines
- 6.3. Diversified growth and vertical integration
- 6.4. Divestment strategies



7. BRAND STRATEGIES

- 7.1. Concepts and typologies
- 7.2. Brand development strategies
- 7.3. Brand value creation strategies
- 7.4. Positioning strategies

8. INNOVATION STRATEGIES

- 8.1. Concepts and typologies
- 8.2. New Products development strategies
- 8.3. Imitation strategies

9. DIGITAL MARKETING STRATEGIES

- 9.1. Introduction to digital marketing
- 9.2. Digital marketing plan
- 9.3. Digital marketing channels
- 9.4. Digital marketing control

10. INTERNATIONAL MARKETING

- 10.1. Analysis of the international environment
- 10.2. Market selection
- 10.3. Forms of entry into foreign markets
- 10.4. Standardization-adaptation strategies

WORKLOAD

PRESENCIAL ACTIVITIES

| Activity | Hours |
|---------------------|-------|
| Theory | 30,00 |
| Classroom practices | 15,00 |



| | |
|--------------------|--------------|
| Total hours | 45,00 |
|--------------------|--------------|

NON PRESENCIAL ACTIVITIES

| Activity | Hours |
|---------------------------------------|--------------|
| Attendance at other activities | 3,50 |
| Individual or group project | 24,00 |
| Independent study and work | 0,00 |
| Preparation of lessons | 40,00 |
| Preparation for assessment activities | 0,00 |
| Resolution of case studies | 0,00 |
| Total hours | 67,50 |

TEACHING METHODOLOGY

1. Theoretical classes. They will be based on the explanations of the professor and the study of the main textbook recommend in the Reference section. These could be complemented with diverse contents gathered in the complementary bibliography.
2. Practical classes. With an active participation of the student and under the direction of the professor, several exercises and cases about the content of each subject will be solved.

The practical classes aim to develop certain skills and abilities related to the knowledge presented in the theoretical part. It is important that students understand the concepts and strategies explained in the theory classes to recognize their application in the practical cases. A variety of techniques will be applied in practical classes to encourage student's motivation and participation in the learning process. The following techniques are included:

- Case study. It is the main technique used in these practice classes. It is based on problem solving by students from the description of real business cases. Its main objectives are to train students in terms of their ability to identify problems, analyze and summarize the situation and the search for possible alternative actions. It fosters communication skills, improvisation and initiative, the ability to work together and make decisions. The resolution of the case is conducted in two phases: the first is to provide students with basic background knowledge to facilitate the resolution of the proposed course. The second is publicly compare different criteria, arguments and solutions achieved by the students in order to enhance not only their reasoning and oral presentation, but also allow them settle their knowledge.
- Debates. In general, in all practical sessions the resolution of the assigned activity is by sharing the solutions proposed by the various groups in the class, creating a debate with all the proposals. The debate seeks synergies by sharing different ideas and enhances the student's assertiveness and respect for the opinions of others.

ADENDDA

The modality of classes for students will depend on the social and health conditions and the restrictions established by the competent authorities.



In the case of online teaching, classes will be given by videoconference, preferably synchronous, using Blackboard Collaborate, Teams, Skype or the tool that the lecturer considers appropriate to optimize the student's teaching-learning process during the scheduled program sessions, which remain the same days and times.

In the case of blended teaching, the students will have to access the classroom in alternate weeks according to the initial of their last name (A-M or L-Z). The classes will be broadcast so that the students will have face-to-face teaching one week, and the next week they will follow the classes in streaming.

EVALUATION

The evaluation for the Marketing Strategy course will consist of various indicators in accordance with the planned methodology, structured in two distinct parts: one part referring to theory and the other to practice. In order to pass the course, it is necessary to pass both the theory part (obtaining a minimum of 3.25 points) and the practical part (obtaining a minimum of 1.75 points).

It is required to pass both parts (theory and practice) separately.

THEORY (65% of the final qualification).

FINAL EXAMINATION It may refer to the contents of both theoretical and practical classes. Up to 6.5 points out of 10

EXTRA THEORY POINT (ONGOING EVALUATION) It will be carried out through the realization of 5 objective tests throughout the course. Up to 1 point out of 10 NOT RECOVERABLE.

PRACTICAL (35% of the final grade)

Participation in the classroom. Up to 0.5 points out of 10

Delivery and presentation/discussion of group practices. Up to 2 points out of 10

Delivery and presentation/discussion of individual practices. Up to 1 point out of 10

The practices delivered after the deadline will be penalized

FOR THE SECOND CALL, BOTH THE GRADE OF THE THEORY EXAM AND THE PRACTICAL GRADE (CONTINUOUS EVALUATION + DELIVERY OF GROUP PRACTICES + DELIVERY OF INDIVIDUAL PRACTICES) WILL BE KEPT.



IN THE SECOND CALL, THE PRACTICES NOT DELIVERED IN TIME AND FORM MUST BE RECOVERED. IN ADDITION, THE STUDENT WILL HAVE TO TAKE THE PRACTICAL TEST WHICH WILL CONSIST OF A MINI-CASE.

Policy Statement: Students in the course are encouraged to responsibly utilize Artificial Intelligence (AI) tools for information analysis and research while upholding academic integrity and complying with ethical and legal standards.

Plagiarism between groups, between students or from other sources, will cause the corresponding grade to be 0 in this practice.

REFERENCES

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VNIVERSITAT ID VALÈNCIA

Course Guide
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