COURSE DATA

DATA SUBJECT

Code: 42049
Name: Strategic decisions in marketing
Cycle: Master's Degree
ECTS Credits: 4
Academic year: 2026-27

STUDY (S)

Degree	Center	Acad. year	Period
2114 - Master's Degree in Marketing and Market Research	Facultat d'Economia	1	First quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2114 - Master's Degree in Marketing and Market Research	Strategy, simulation and new technology	COMPULSORY

COORDINATION

VILA LOPEZ NATALIA MELANIA

SUMMARY

In the subject, Strategic Decisions in Marketing will consist of the theoretical-practical study of decision making of commercial policy. It is about developing the strategic component of Marketing: market analysis, selection of the target audience, market segmentation, positioning, differentiation of the commercial offer, that is, design of the long-term strategy. It is about that the student takes into account that Marketing decisions at the operational level, marketing mix, must be coherent with strategic Marketing decisions.

The subject aims to provide the student with a broader vision of the discipline of Marketing, adopting a strategic vision of it and analysing its possibilities of application in the business world.

PREVIOUS KNOWLEDGE

RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

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

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

2114 - Master's Degree in Marketing and Market Research

Be able to integrate new technologies in their professional and/or research work.

Critically analyse one's own work and that of colleagues.

Diseñar estrategias de marketing.

Diseñar un plan de marketing.

Ejecutar un plan de marketing.

Have a proactive attitude towards possible changes that may occur in their professional and/or investigative work.

Know how to write and prepare presentations to present and defend them later.

Poseer las habilidades de aprendizaje que les permitan continuar estudiando de un modo que habrá de ser en gran medida autodirigido o autónomo.

Presentar documentos e informes en marketing e investigación comercial.

Realizar una adecuada segmentación y selección del público objetivo.

Redactar documentos e informes en marketing e investigación comercial.

Saber aplicar los conocimientos adquiridos y ser capaces de resolver problemas en entornos nuevos o poco conocidos dentro de contextos más amplios (o multidisciplinares) relacionados con su área de estudio.

Saber comunicar sus conclusiones y los conocimientos y razones últimas que las sustentan a públicos especializados y no especializados de un modo claro y sin ambigüedades.

Saber presentar en público los objetivos del plan de marketing y responder a las críticas de otros, mediante juicios argumentados y defenderse con rigor y tolerancia.

Saber realizar las labores propias de su profesión, tanto en empresas privadas como en organismos públicos.

Saber trabajar en equipo con eficacia y eficiencia.

Ser capaces de buscar, ordenar, analizar y sintetizar la información, seleccionando aquella que resulta pertinente para la toma de decisiones.

Ser capaces de definir la estrategia de posicionamiento.

Ser capaces de integrar conocimientos y enfrentarse a la complejidad de formular juicios a partir de una información que, siendo incompleta o limitada, incluya reflexiones sobre las responsabilidades sociales y

éticas vinculadas a la aplicación de sus conocimientos y juicios.

Ser capaces de tomar decisiones, desarrollar acciones y resolver problemas en marketing.

Ser capaces de tomar decisiones tanto individuales como colectivas en su labor profesional y/o investigadora.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

DESCRIPTION OF CONTENTS

1. Segmentation strategies, target audience and positioning

2. Growth strategies

3. Degrowing strategies

4. Competitive strategies

5. Strategies in the international market and based on new technologies

6. Marketing audit and strategies based on the product life cycle

WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Theory	25,00
Seminar	2,50
Group work	5,00

Total hours	**32,50**

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	2,50
Individual or group project	0,00
Independent study and work	4,00
Preparation of lessons	41,00
Preparation for assessment activities	24,00
Resolution of case studies	0,00
Total hours	**71,50**

TEACHING METHODOLOGY

Theoretical classes participatory master class

Resolution of practical cases

Discussion or directed discussion

Expert conferences

Workgroup

The proposed methodology can be developed both in person and remotely if the circumstances require it.

EVALUATION

Theory exam: 50%

Practical test: 10%

Examen teoría: 50%

Continuss Assement (Teamwork; Assistance and participation and Oral presentation): 40%

ACADEMIC HONESTY AND BEHAVIOUR

The conduct consisting of copying in an exam or plagiarising an "assessable" work (whether or not it is the end of the degree or from the current or previous years), is contrary to the duties of students as set out in both state and internal UV regulations. The immediate consequence of this type of conduct will be, in any

case, a grade of zero and failure of the subject, in accordance with the Regulations on Evaluation and Grading (hereinafter REC) approved by the Consell de Govern of 30 May 2017 (art. 13 section 5); the University Student Statute, approved by the RD 1791/2010, of 30 December; and the Charter of rights and duties of the students of the University of Valencia, approved by Agreement of the Governing Council of 19 October 1993 and modified by ACG of 30 April 1998.

All students are instructed not to use mobile phones or any other unauthorised electronic devices or documents. Any student using a mobile phone both in class, due to the existence of continuous assessment, and in the exam, will be asked to leave the classroom and will receive a numerical mark of zero in the corresponding test (art. 13 section 6). The same type of conditions shall apply to smartwatch terminals or similar. The use of laptops or digital tablets is permitted for taking notes or viewing teaching material. All of the above measures will be applied regardless of the disciplinary procedure that may be initiated against the student and, if applicable, the appropriate sanction in accordance with the regulations in force (art. 13, section 7).

Policy statement on the use of Artificial Intelligence: students on the course ____ Marketing Strategic Decisions_____ are encouraged to use artificial intelligence (AI) tools responsibly for the analysis and research of information, maintaining academic integrity and complying with ethical and legal standards.

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REFERENCES

Basic bibliography:

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- Hollensen, S. (2020). *Marketing management: A relationship approach*. Pearson Education.

- Hooley, G., Nicoulaud, B., Rudd, J. M., & Lee, N. (2024). *Marketing Strategy and Competitive Positioning* (8th ed.). Pearson Education.

- Johnson, G., Whittington, R., Regnér, P., Angwin, D., & Scholes, K. (2020). *Exploring strategy*. Pearson UK.

- Kotler, P., Keller, K. L., & Chernev, A. (2022). *Marketing Management* (16th ed.). Pearson Education.

- Sainz de Vicuña Ancín, J. M. (2024). *El plan de marketing en la práctica* (25ª ed.). ESIC Editorial.

Additional bibliography:

- Ferrell, O. C., Hartline, M., & Hochstein, B. W. (2021). Marketing strategy. Cengage Learning.
- Hernández, A. D., López, J. D. J. U., & Hernández, M. G. (2016). Estrategias de marketing relacional CRM en distribuidor de autos en la zmg. Agencia Mazda. Red Internacional de Investigadores en Competitividad, 9(1), 110-128.
- Kim, W. C., & Mauborgne, R. A. (2014). Blue ocean strategy, expanded edition: How to create uncontested market space and make the competition irrelevant. Harvard business review Press.
- Kingsnorth, S. (2022). Digital marketing strategy: an integrated approach to online marketing. Kogan Page Publishers.
- Kotabe, M. M., & Helsen, K. (2022). Global marketing management. John Wiley & Sons.
- Küster, I (2002): La Venta Relacional. Esic: Madrid.
- Proctor, T. (2020). Absolute Essentials of Strategic Marketing: A Research Overview. Taylor and Francis Group. Routledge.

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